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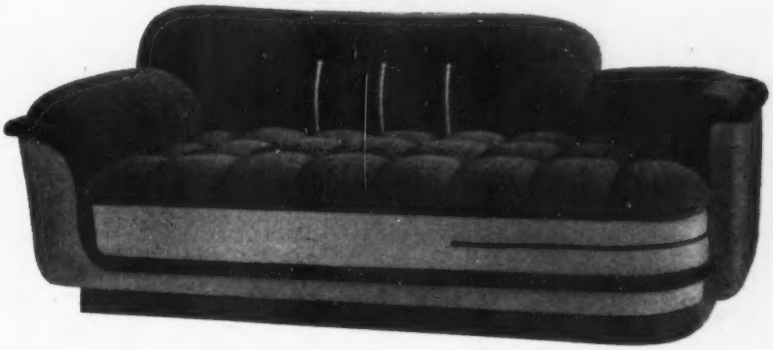

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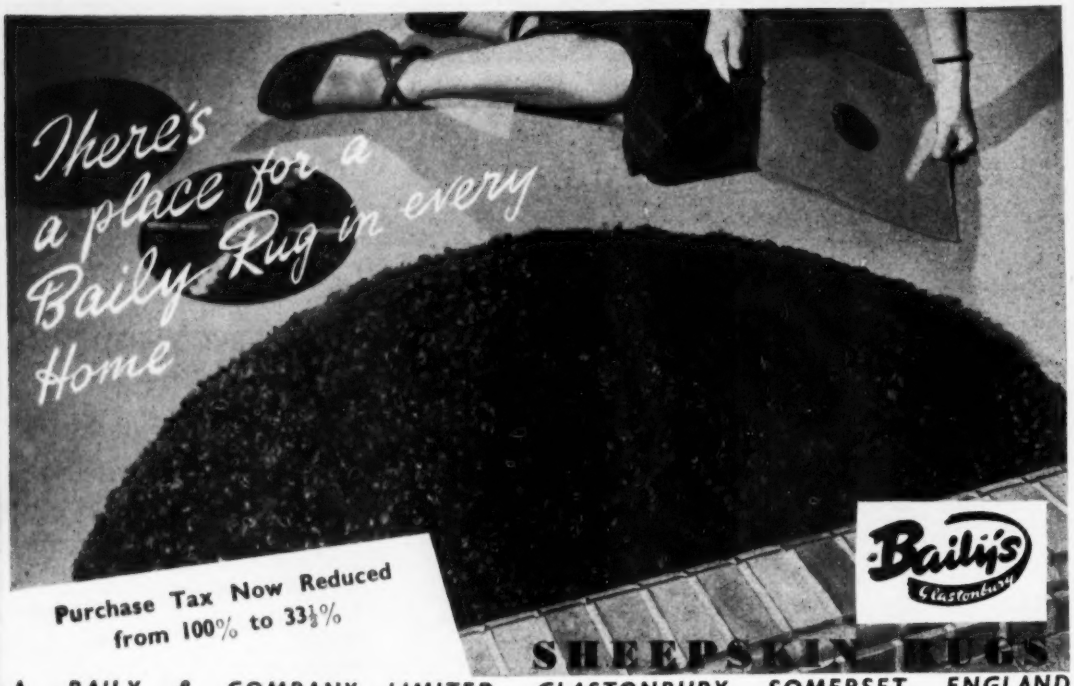

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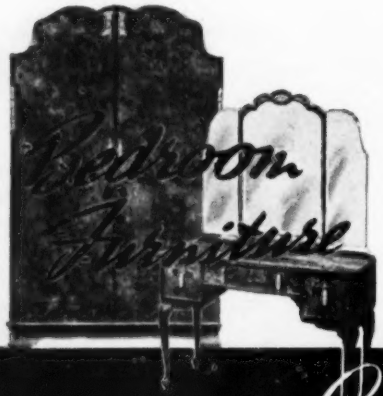

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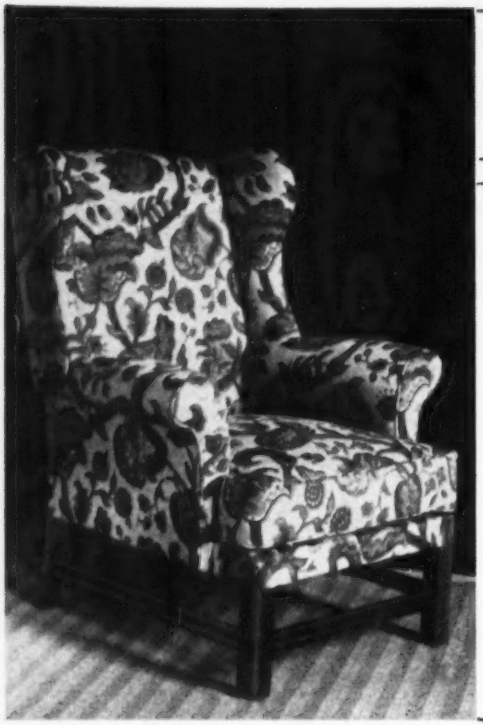

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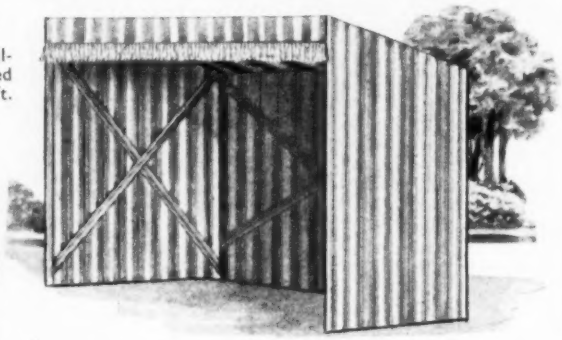

No. GF 101 is as above with front extension 2ft. 2in. wide. It also has a deep fringe.

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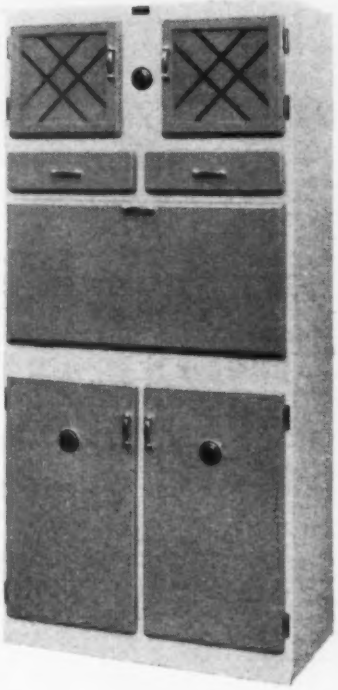

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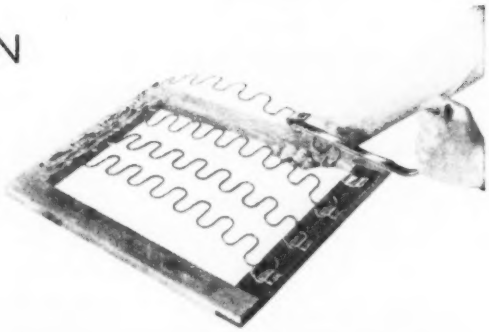

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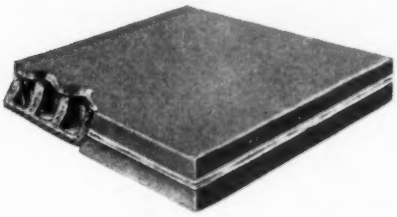

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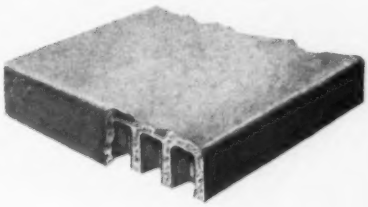

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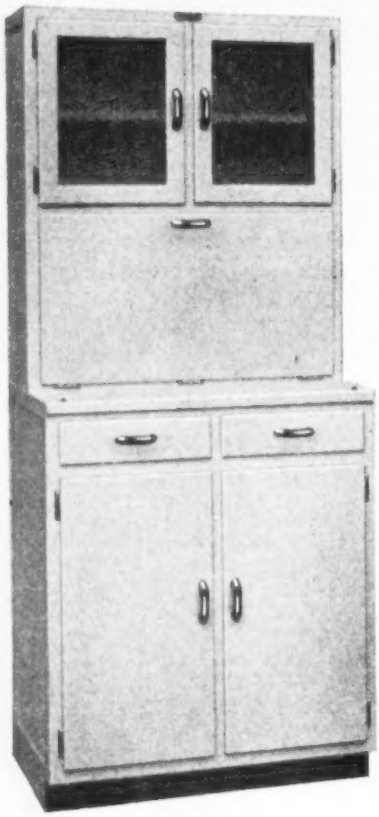

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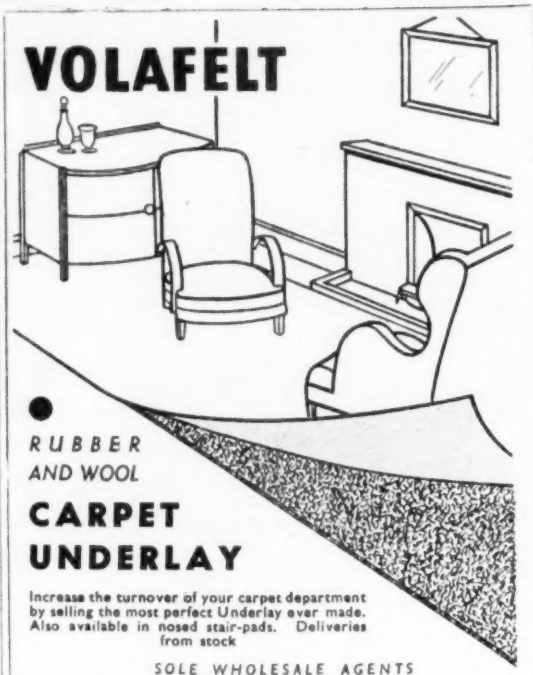

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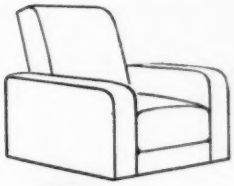

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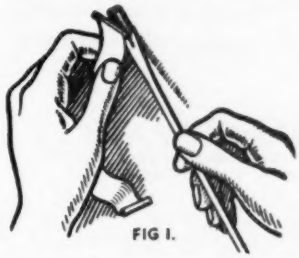

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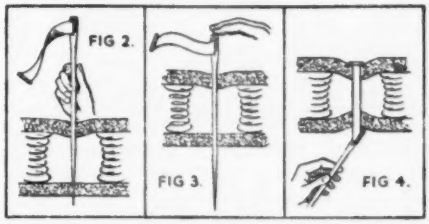

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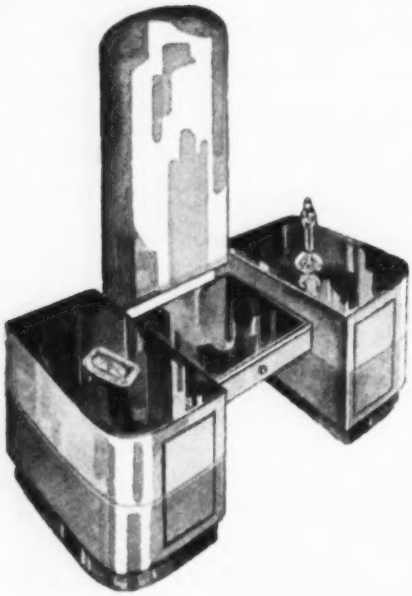

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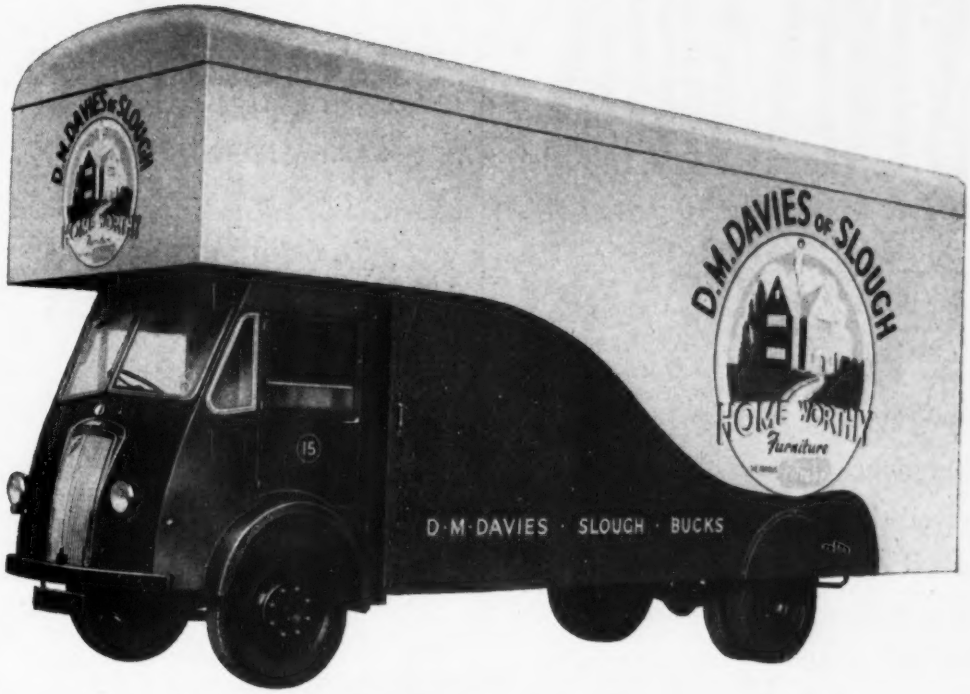

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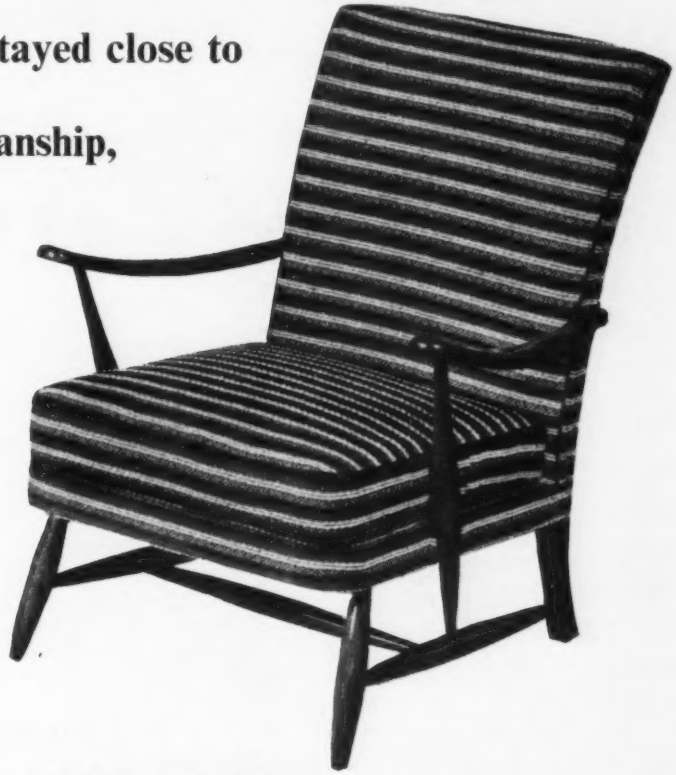

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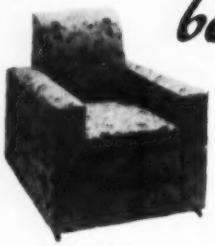

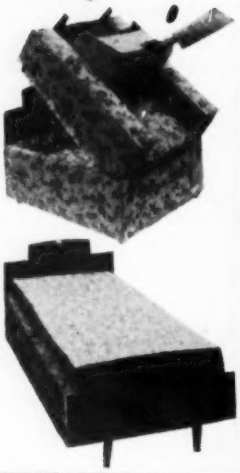

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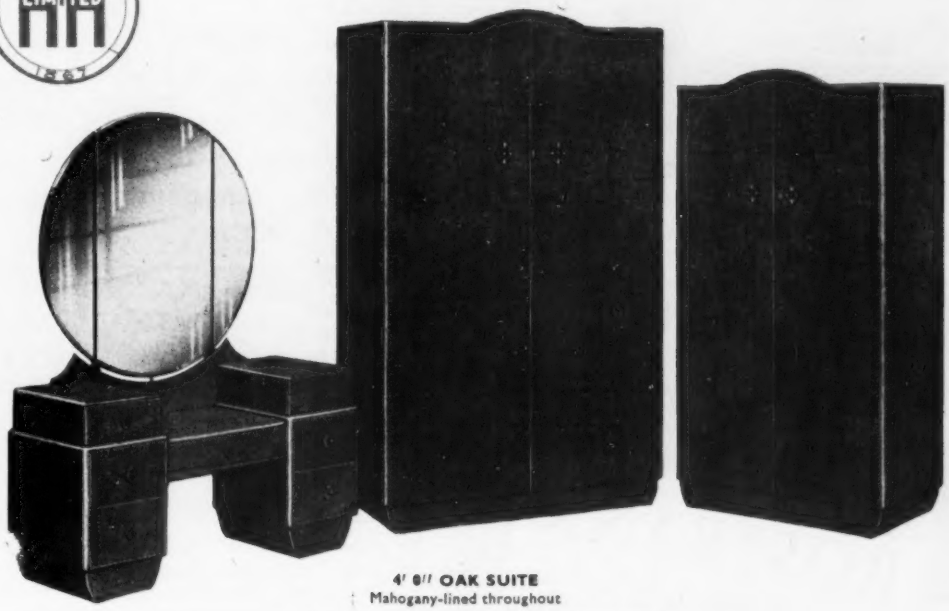

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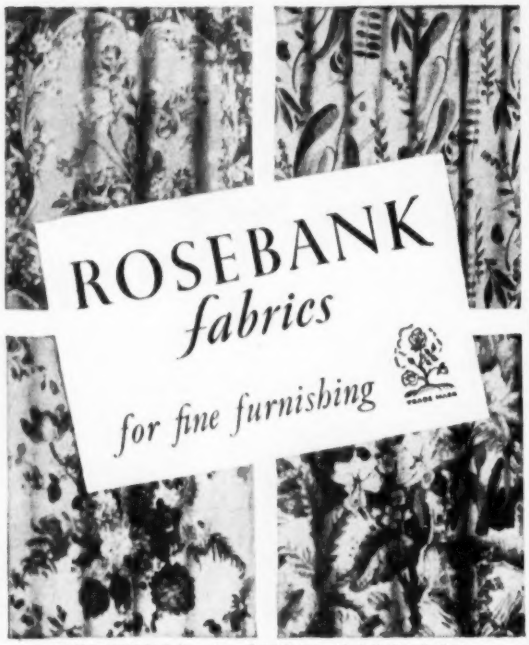

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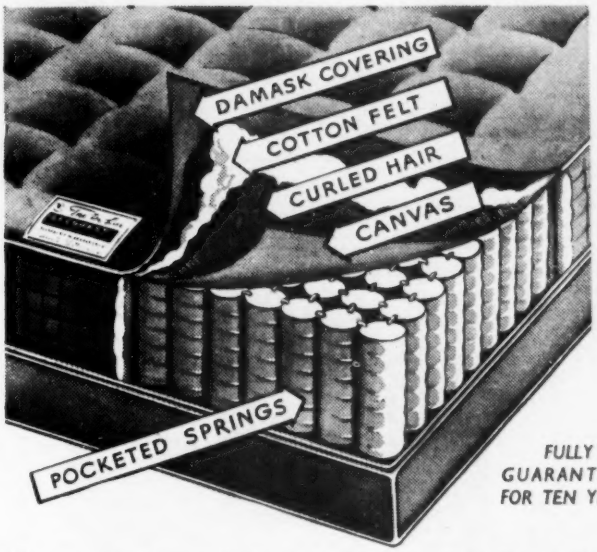

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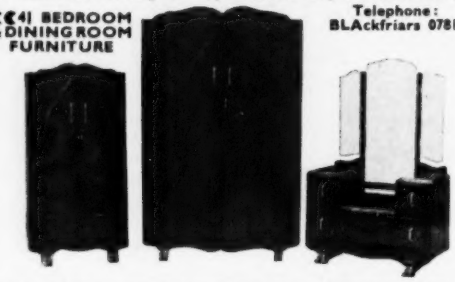

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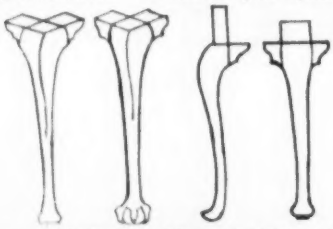

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July 21, 1950

Mr. Allan Janes

High Wycombe Answers John Haire

ATTACK ON TRADE UNJUST

Housing Failure, Low Purchasing Power ARE Trade Recession Causes

LAST WEEK, MR. JOHN HAIRE, M.P. FOR HIGH WYCOMBE, MADE AN ATTACK ON THE FURNITURE INDUSTRY IN WHICH HE DESCRIBED IT AS "FAT AND DEGENERATE" (*FURNISHING WORLD*, LAST ISSUE). A FORTHRIGHT, FACTUAL AND DETAILED REPLY TO MR. HAIRE'S ALLEGATIONS HAS NOW BEEN MADE BY MR. ALLAN JANES, SECRETARY TO THE HIGH WYCOMBE FURNITURE MANUFACTURERS' ASSOCIATION. EXTRACTS FROM MR. JANES' STATEMENT ARE GIVEN BELOW.

TAKING Mr. Haire's first two suggestions that the furniture industry has grown fat and degenerate by success since the war, and has committed the sin of over-production within a year of almost complete liberation from Government control, he said:—

Mr. Haire well knows that the leaders of the Furniture Employers' Associations, and the Furniture Trade Unions, have spent endless hours of work since the war in breaking through Government controls to try and give the British public a varied range of furniture at competitive prices.

Not until November, 1948, did the industry attain the position where it could give the public a variety of design within certain price ceilings, and subject to a statutory minimum specification.

Outside these limitations no manufacturer must venture without attracting a purchase tax of 33⅓ per cent on every article made, which virtually places the article outside the public reach.

Again, until the Autumn of 1949, inferior timber at high prices was foisted upon the manufacturers owing to the incompetent Govern-

(*continued over page*)

Sudden Death of Head of Old Bleach Linen

MR. WILLIAM HUBERT WEBB, D.L., head of Old Bleach Linen Co., Ltd., and its subsidiary, Old Bleach Furnishings, Ltd., died suddenly at Redlands, Randalstown, Northern Ireland, on Tuesday.

Mr. Webb, who was in his eightieth year, had spent all his life with the firm, which was founded by his father.

The company is one of the oldest registered textile makers, and it claims to be the first to have advertised textiles.

Mr. Webb's two sons, Mr. Charles Webb and Mr. Arthur G. Webb, are joint managing directors.

MORE BELGIAN FURNITURE?

IN accordance with the statement made by the Chancellor of the Exchequer in the House of Commons, the Board of Trade announce that existing open general licences issued in connection with the policy for the liberalisation of trade have been extended to Belgium, Luxembourg and the Belgian Congo.

The Board are also prepared to allow holders of open individual licences for hardwood and furniture to import these goods from these countries.

Those who wish their licences to be extended to include these countries should return them to the Board of Trade Import Licensing Branch, Romney House, Tufton Street, S.W.1, for amendment.

Revenue from Earls Court Show Was £86,800 : Costs Criticised

THE first year's accounts of B.F.M. Exhibitions, Ltd.—the industry's own company formed to promote trade shows—were presented at the annual general meeting held at 17, Berners Street, London, W.1, on Wednesday.

THE accounts revealed a gross revenue of £86,834, with, on the other side, organising managers' remuneration £18,497, rent and services for hire of Earls Court, London, £29,762, and general exhibition expenses £20,109, making a sum total of £68,369.

The balance carried forward to the general account, to meet any contingencies which may arise during the next two years for which the company has an agreement with Earls Court, Ltd., is £18,497.

The general accounts show commission paid to the B.F.M. £11,000, and to the National Bedding Federation £575, making a total of £11,575, which, with various expenses, comes to £17,370. The balance for the general account is £1,955.

Criticisms of the employment of outside organisers and of the high costs to exhibitors were made by Mr. A. Godfrey, L.F.M. Secretary.

Many members, said Mr. Godfrey, were very disappointed at the employment of outside organisers. Before the war the furniture industry had been badly exploited by exhibition organisers, and this had led to the establishment by the trade of their own exhibitions company.

It had come as a great shock to L.F.M. members that the organisers were to get 50 per cent of the profits. They had not envisaged that the organisers would receive as much as £18,500 in profit.

Turning next to the cost to the exhibitors, Mr. Godfrey gave an example of one firm which paid £675 for a 2,000 sq. ft. shell stand. An estimate by an outside firm of stand fitters for a "luxury" stand was considerably less. Accessories, too, were expensive.

The economies promised for the next exhibition were not sufficient, he claimed. It was felt that exhibitors could make their own arrangements more cheaply.

Mr. Godfrey pointed out that of a profit of £37,000 there was an apparent reserve of only £4,000 to £5,000. This was most unsatisfactory.

Mr. R. C. Sunley, chairman, explained that exhibition organisation was a specialised business, and that, had the B.F.M. employed their own staff they could not have obtained such high quality personnel.

In his opening remarks, Mr. Sunley said that costs would be kept as low as possible, but that (1) an adequate reserve must be built up, and (2) the appearance of the show must be in accord with the dignity of the furniture industry.

Brig. A. L. W. Newth, former chairman of the company, said that when prices for space had been fixed, it had not been expected that so much space would be sold, nor that such a big profit would be made.

High Wycombe Answers John Haire

(from front page)

ment bulk-buying of timber which shortly before devaluation in the Autumn of 1949 handed over the buying of timber to private enterprise.

It is proof-positive of the efficiency of private enterprise that faced with the rise in cost of timber brought about by Government devaluation they have been able to keep the rise in timber prices within a reasonable degree of control.

But even though this is so, one of the factors of the high price of furniture is the cost of timber brought about first by the failure of Government bulk - buying and secondly by the Government policy of devaluation.

On the suggestion of manufacturers becoming degenerate by too easy selling, and committing the sin of over-production, the industry has realised that it must work in close conjunction with the public in the furnishing of British homes, and this year staged its first and most extensive self-organised trade exhibition, which next year it is hoped to repeat with the public having its first opportunity of admission.

So far as over-production is concerned, the industry realises, and has done what it can to meet, the crying needs of the public for furniture of every description, and the trade recession in the furniture industry has nothing whatever to do with over-production, but is created by other factors which are mentioned later in the statement.

Dealing next with the suggestion that pre-war industry was in favour of shoddy furniture, and sweated labour, every pre-war housewife will know that in variety and value the furniture shops before the war gave such wide and varied ranges, as could be favourably compared with any other country in the world.

In his suggested remedies of up-to - date salesmanship, greater exporting, price reviews, and first-rate design, these are factors which have already received constant attention by Employers, Associations and Trade Unions, and are in no way a solution.

Salesmanship is already streamlined to pre-war competition, but the shops are full of furniture which the public have not got the means to buy.

The Export Market has been proved to be a very limited outlet which is being exploited to the full.

Price reviews are constantly under negotiation between the National Industry and the Board of Trade, and also by manufacturers in their own factories.

First-rate design is a traditional heritage of the Industry which is being fostered within the limits of the price ceilings, and the minimum specification, and none of these show the way out of the trade recession.

In the view of this Society, two of the most vital factors which are responsible for the furniture trade recession are the lack of public purchasing power, and the failure of the Government housing programme.

Mr. Janes then goes on to point out that State ownership instead of down-grading the cost of living has accelerated the spiral. He also points out the effect of high taxation.

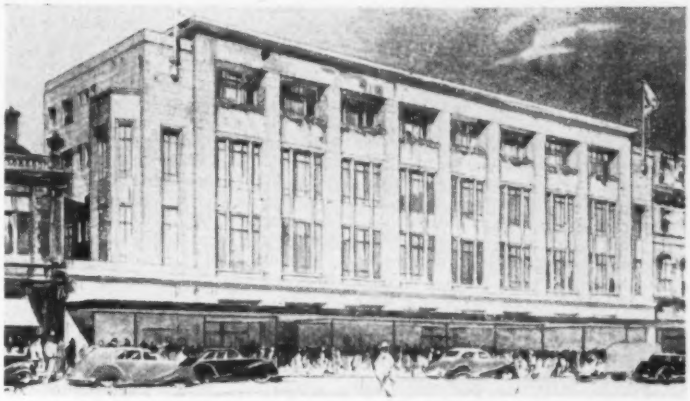
How, in face of these everyday hardships it can be suggested that the trade recession is not due to the absence of purchasing power, is beyond comprehension, he says.

He goes on to say that the suggestion that the furniture trade recession is not in part due to the housing programme is a suggestion which is obviously untrue.

In conclusion, therefore, the statement ends, it is the considered view of this Society that the two factors from which Mr. Haire tries to escape the blame, namely the fall in purchasing power, and failure of the housing programme, are two of the most vital factors which have brought about the present trade recession in the furniture industry.

Bristol To Have £200,000 Furniture Store

B. Maggs To Rebuild Present Site



Architect's drawing of the new £200,000 furnishing store.

BADLY BLITZED BRISTOL IS, AT LAST, TO HAVE A MODERN FURNITURE STORE. B. MAGGS & CO., QUEENS ROAD, ARE PLANNING TO BUILD A FOUR-STOREY PREMISES AT A COST OF £200,000. THE LOCAL PLANNING COMMITTEE HAS OFFERED NO OBJECTION TO THE SCHEME. THE NEW BUILDING WILL BE ON THE SITE OF THE COMPANY'S PRESENT STORE, WHICH SUFFERED SEVERE DAMAGE BY FIRE IN 1942. IT IS STATED THAT THE NEW PROJECT WILL BE TWICE AS LARGE AS THE PRE-WAR PREMISES.

THE scheme prepared by the architect, Mr. A. F. French, of Bristol and Plymouth, provides a frontage of 150 ft. Besides the ground and three upper floors, there will be an extensive basement. In the despatch department, where only one van can be dealt with at a time now, the new plans provide space for loading or off-loading four vans. From the despatch department, a ramp will run to the central goods lift.

The ground floor will be set out with display windows and an arcade.

Passenger lifts to all floors, and a restaurant, are also envisaged. Mr. Bertram Maggs states that the building will remain essentially a furnishing store.

Although the interior plan is not yet firmly fixed, it is thought that on the ground floor there will be furniture, soft furnishings, linoleum and garden furniture. First floor, babyland, toys, and electrical goods. Second floor, a large furniture showroom.

The third floor will contain a carpet showroom, caféteria, and offices. Ironmongery and hardware will be in the basement.

A workshop is also planned for making up loose covers, curtains, and carpets. Much of this work is now being done at the firm's bedding factory in Berkeley Place.

Although the scheme has met with the approval of the Planning authorities in Bristol, it will be necessary to obtain building licences before erection can begin.

In spite of the extensive building programme which will be necessary, the work will be so planned as not to interfere with the normal business of the store.

B. Maggs & Co. are in association with Fredk. Lawrence, Ltd., London.

P.T. Relief For Handcrafts To Be Reviewed

The President of the Board of Trade has appointed a small committee to review the scheme under which certain types of hand-produced goods have been relieved from purchase tax.

WILSON IN THE HOUSE

"Will Look Into Question of H.P. Facilities"

THE President of the Board of Trade was asked in the House by Mr. John E. Haire last week, whether he would help to overcome the present recession in the furniture industry by improving hire-purchase arrangements in the trade, by widening the Utility range of furniture, and by asking the Furniture Industry Development Council to set up immediately machinery for market research.

The President, replying, said that in the first three months of this year, manufacturers' and retailers' sales of Utility furniture showed increases on the corresponding period of last year of 30 per cent and 17½ per cent respectively. Although later figures showed that retail trade had been well maintained, he understood that retailers' orders from manufacturers were falling.

The President said that he was looking into the question raised by Mr. Haire about hire-purchase.

Closed Furniture Factories

Mr. Haire also asked if the Minister of Labour was aware that certain furniture factories had closed recently, and that the men in the industry were most concerned about the future? Would he do anything to help?

Mr. Isaacs: Certainly. If my hon. Friend will give me details, I shall be glad to look into them.

The Minister of Health was asked by Mr. Nigel Davies how far it was still his policy to urge municipalities to provide furniture on hire-purchase terms to tenants of council houses, and replied that the matter was left to the discretion of local authorities.

Purchase Tax On Mirrors Is "Crazy" Instance

MR. K. S. PRESTON who was elected president of the Lancaster Chamber of Trade, stated, at the annual general meeting, that purchase tax had long since outlived its original purpose.

A "crazy instance" of purchase tax was the case of a mirror. If fixed into a utility bedroom suite it carried no tax, but if it was accidentally broken, it meant paying 100 per cent purchase tax to replace it.

260 Retail Students Discuss Trade Problems at Oxford

MORE than 260 furnishing and drapery students are attending the Association of Retail Chambers of Trade Summer School which opened at Wadham and University College, Oxford, last Saturday.

Sir Arthur N. Hollely, J.P., the president, welcoming the students, said:—

"I am quite sure that at the end of this week you will all regard it as having been a week of instruction and pleasure. You will find from the personal contacts you make that there are just those little things which you haven't thought of and somebody else has. You will go back to your business feeling that the week has been well worth while and I am sure you will be able to impart into your own business some of the accumulated knowledge and experience which is contained in this very fine audience."

Mr. Vernon N. Ely (Elys, Ltd., Wimbledon), chairman of the Summer School Committee, said that the School was one of the most important dates in the year for the retail trade, which was greatly interested in its findings.

Students from Australia, San Francisco and Scandinavia were welcomed by Mr. A. Basil Mawer (Mawers, Ltd., London), vice-chairman of the Summer School Committee.

REPORTS FROM N.A.R.F.

What IS a Managing Director?

Leonard M. Harris Gives 10 Vital Factors in Running a Business

"YOU may often have wondered exactly what your managing director does do," said Mr. Leonard M. Harris, chairman and managing director of Browns of Chester, Ltd., giving the inaugural lecture at the Association of Retail Chambers of Trade Summer School at Oxford on Saturday.

"IN answering that question," said Mr. Harris, "I should like to begin by defining the term managing director. I mean the person who carries the responsibility for final decisions, upon whom the full weight and worry of a business descends."

Mr. Harris explained that he was speaking on this subject because he felt that many of the students present would at some time in their career become managing directors, or hold senior executive positions.

"The decisions that a managing director has to take can be put under three headings," explained Mr. Harris. "Decisions on Place. Decisions on Planning. Decisions on Procedure."

Decisions on Place

On the first question of "Place," he said he was convinced that the only place for a truly successful shop was in a centre of shopping activity where the competition is at its keenest.

"I believe that competition alone keeps me and my staff on our toes, ensuring that the customer gets the best value and service. I believe that shops at least should be united in one thing, that is the direction in which they draw the potential customer when he or she wants to go shopping."

Decisions on Planning

Under the second heading, Decisions on Planning, Mr. Harris gave three maxims.

On the first—"*Don't tailor your customer to your shop, tailor your shop to your customer*"—he said it was the job of the managing director to decide what kind of business was available to him, and not what kind of business he would like to do. It was an extremely costly and unrewarding business to educate people into buying what you would like them to buy instead of what they know they want.

Study Customers Before Stock

"In my tours round the country I have been amazed at the number of shopkeepers who go into the markets, buy their stocks, and then, almost as a secondary thought, look round for someone to buy them. The managing director should start by studying his customers, by doing some market research. He must find where the money is prepared to go and see that his business is at the receiving end. To find the right merchandise, that which is good value, is the job of the buyer, but to establish the right level is the job of the managing director."

The second maxim was "*Do a few things well instead of a lot of things badly.*" Here Mr. Harris believes that the common error among shopkeepers is that they try to spread what capital they have over too wide a range of merchandise.

Rate of Stock-turn

"By long experience of trial and error, most categories of merchandise have acquired an appropriate rate of stock-turn. This rate must be decided on the basis of degree of fashion and perishability. If the stock-turn is too low the managing director is not using his capital to the best advantage. If it is too high he is not offering his customers an adequate selection.

"Furthermore, the average stock-turn for the whole business should vary with the economic outlook. When things are good and on the

UNOFFICIAL discussion group shows A. W. Beale and Miss G. M. Harding (both of A. Abbott & Co., Birmingham) with H. S. Calvert and L. J. Smith (both of Hemingways [Furnishers], Ltd., Leeds).

SUMMER SCHOOL

up-and-up it is safe to allow the stock-turn rate to slow down a little, but when things are uncertain the stock-turn should be speeded up and less hostages given to fortune."

These, Mr. Harris insists, are the decisions of the managing director. However many clever people he has around him the proper investment of the company's finances are for the managing director to make.

"*Organise your business on a basis of personal responsibility, not of bureaucracy,*" was the third maxim.

Mr. Harris said: "I personally loathe the bureaucratic way of organising a business. It is wasteful and inefficient. The essence of personal responsibility is to let the people under you do their jobs in their own way. This does not mean that the managing director takes no interest.

Getting the Right Man

"First he must decide the person most suitable to tackle the problem. Secondly, he must make sure that the person chosen really understands the problem. Thirdly, he must ensure that the person chosen does not lie down on the job—that it really is tackled."

On the subject of staff Mr. Harris said that careful judgment must be exercised in the selection of any staff who are in contact with customers. He believes that the order of importance of qualifications for selling staff is (a) Personality, (b) Education, and (c) Technical knowledge and experience.

Personality comes first because it makes the first impression on the customer and often decides the success or failure of the transaction.

Education next because it gives poise, balance and judgment which supplements the native common sense, which is part of personality.

Thirdly, in Mr. Harris's opinion, is technical knowledge and experience because, although it is necessary for doing any job properly, it can always be acquired at the firm, and facilities for doing so should be made available by the managing director.

He Must Inspire Staff

The final point of Mr. Harris's lecture was headed "Inspiration." This, he said, was the most important of all the activities of the managing director—and the hardest. The managing director must get his personality over to each member of the staff. He must make them feel they know him and what he is doing, and that they share his ideals. Every business must be constantly forced forward.

FROM OVERSEAS came H. G. Hay (Hays Ltd., New Zealand). Next to him is Mrs. N. Burt (managing director of Charles Burt, Ltd., and member of the Summer School Committee). Miss Emily Winch (third from left) is in charge of Staff Training at Macy's of San Francisco, and next to her is Vernon N. Ely (Chairman of the Summer School Committee).

Summer School "Trade Enquiry"

Is Technical Knowledge Essential for a Retail Stores Buyer?

A TRADE Enquiry dealing with subjects important to all retailers was held at the Summer School on Sunday. Questions were put to the audience and members were invited to give, impromptu, their views on the subjects. A panel of experts — Mr. James Beattie (James Beattie, Ltd., Wolverhampton), and Mr. A. P. Besley, C.B.E., D.L. (Pauldens, Ltd., Manchester)—gave their opinions after the subjects had been discussed, and the chairman, Mr. A. Basil Mawer, summed up.

THE first question asked was:—

"*Is technical knowledge an essential part of the equipment of a retail store's buyer?*"

First to give his opinion was MR. L. T. LINSDELL, of Plummer Roddis, Ltd., Hastings. He said that he believed technical knowledge was necessary, otherwise how else could the buyer have reached the stage when he understood the merchandise and was capable of making a selection?

"The operative word is surely 'essential.' I believe that, if not essential, it is a most important part."

Another student opposed the question, saying that the most important part of running any department was normal business methods which are learned before becoming a buyer. She believed that the buyer should be able to rely on his or her First Hand for technical knowledge.

This remark caused many protests. Many members said vehemently that a buyer should never be in a position to admit to his assistants that he knows very little about the merchandise he was buying. One student said the buyer was the managing director of his department and had the final decision in choosing the merchandise the assistants had to sell. He surely then must buy the best and therefore know something about it before making the choice.

MR. G. F. MORRIS of Furlongs (Lewisham), Ltd., pointed out that when dealing with furniture technical knowledge was very useful.

"We have so many newcomers entering the trade with no knowledge that we must have it to pass on to our sales staff," he said—adding that as the Summer School Committee has arranged for the students to visit several factories during the week, they also must consider it necessary to acquire some technical knowledge.

Another student said that, whereas technical knowledge was comparatively easy to pick up, the buyer must know how an article will sell, not how it is made.

MR. E. RAMSBOTTOM of Whitfields, Ltd., Huddersfield, said that it was impossible for a buyer to make a choice if he did not know the quality of the goods each manufacturer was producing.

The point was made that many customers often ask technical questions about the goods they purchase, and the buyer should certainly know the answers.

"I do not think that comprehensive technical knowledge is possible in the time at our disposal," said MR.

(continued page 49)

Viewpoint

THIS week, "Viewpoint" is left chiefly in the hands of our readers. For the ill-considered attack on the furniture trade by MR. JOHN HAIRE, M.P. for High Wycombe, has produced some very interesting letters to the editor. Since we gave our own opinion of this attack last week, we prefer to devote this page to our "Readers' Viewpoint," for the letters printed below throw a very interesting light on the reasons for the present "trade recession" and, in one instance at least, suggest some remedies for it. On another page this week, too, we give the considered reply of the High Wycombe manufacturers which is eminently factual and sane.

Readers' Viewpoint

Chief Blame Is on the Housing Shortage

The Editor,
"Furnishing World."

SIR,—I should not imagine that the reported diagnosis of Mr. John Haire, M.P., of the position of the furniture trade will prove either helpful or enlightening to his manufacturing constituents.

Mr. Haire does not think one can blame the absence of purchasing power or the housing programme. *Such a monumental capacity for denying obvious facts reminds me of the individual who, gazing upon a giraffe for the first time, said: "I don't believe it!"*

The public has obviously little spare money after meeting the crushing demands of the income tax collector and the general cost of living, inflated so greatly and artificially by the incidence of purchase tax. The remedy in this case is for the Government to put some curb on its own profligate spending which could ensure some relief.

I have no doubt Mr. Haire has some impressive figures neatly pigeonholed, ready to produce if necessary, to confound anyone who may have the temerity to question his statement that there are more houses in the country to-day than there were in 1939 and thus prove, presumably, that there is no housing shortage.

Apart from the fact that "there are lies, damned lies—and statistics," actually the number of houses in the country is not in itself germane to the point, which is whether there are sufficient houses for the present needs of the public. The only answer any reasonable person could give is that obviously there are not and the Government must again accept responsibility for it.

Before 1939 the young couples coming to us as retailers to furnish never had difficulty in finding a house for themselves; they either bought one, built one, or rented one. Nowadays it is extremely rare to come across a couple who have been fortunate enough to get a house for themselves to start their married life.

Couples are driven to all sorts of unsatisfactory expedients in obtaining accommodation and the majority fail to get anything at all and so have to postpone their marriage indefinitely. All of which means that many people wanting to buy furniture cannot do so.

When Mr. Haire talks about prewar shoddy furniture and sweated labour, one wonders how much of it is fact and how much political shibboleth. In the course of a fairly lengthy acquaintance with Wycombe productions and factories, I have never come across shoddy furniture nor have I seen or heard anything of sweated labour.

Mr. Haire's implication that the present set-back results from "an almost complete liberation from Government control" might naturally be expected to follow his inability to see the real reasons for which the Government, if anyone, is responsible.

Yours, etc.,
BERNARD HOPEWELL,
Director,
Hopewells, Ltd.

Nottingham.

Value and Quality

The Editor,
"Furnishing World."

SIR,—Mr. John Haire, M.P., in his attack on the furniture trade has cast a regrettable slur on an industry which can be truly proud of its record.

Mr. Haire blames the industry for a situation which has been caused by his own bungling Socialist economics and which affects the general trade of the nation to-day and not the furniture trade alone.

In buying Utility furniture to-day, the public can, with a little commonsense discernment, obtain value with a capital V, quality with a capital Q, and design as delightful and as varied as is humanly possible to create within the price limits. The amount of shoddy furniture on the market decreases steadily and is small enough to be disregarded.

No trade is affected as much as the furniture trade by the frustrating position of the nation's housing. The rate of sales is proportional to the rate of building, and though Mr. Haire tells us that there are more houses in the country to-day than in 1939, this need not make us satisfied with the building rate to-day, which would be far greater but for Socialist ineptitude. Once Mr. Haire's colleagues have put their own house in order, the furniture trade might listen with greater tolerance to his criticisms. As it is, the industry will continue as in the past to provide the nation with the finest range of furniture to be found anywhere in the world.

I am not a furniture manufacturer.

Yours etc.,
DAVID E. ROSE.

105-106, High Street,
Shoreditch, E.1.

Reasons and Remedies for the Trade Recession

The Editor,
"Furnishing World."

SIR,—May I (who, like Mr. Haire, am not actively connected with the furniture trade, but have been closely allied with it for many years) be given an opportunity of replying to his charge of "Complacency in the Industry," with the simple retort that it was the trade itself which for a long time agitated for "Freedom in Design" in the palmy days when the trade was selling, as fast as it could produce, the remunerative and limited range of Cotswold, Chilterns and the like. Recent criticisms have been to the opposite effect—too many exhibitions, national advertising, and so on.

Surely the Industry, together with other trades producing mainly for the home market, is now experiencing the results of the avowed policy of the political party which Mr. Haire represents—the cutting down of spending and purchasing power on goods and materials which they are pleased to call non-essentials—the Worship of Austerity.

"Out of evil cometh goods," and Mr. Haire's unwarranted attack must nevertheless produce some good if only to set some of the enterprising and first-class brains, which the trade

(*continued on page* 50)

personally speaking...

NEWS OF MEN YOU KNOW

I HEAR that **C. Hill** has been appointed manager of the Wood Green branch of Purley's Furnishing Co., Ltd.

☆ ☆

BYFLEET FURNITURE, LTD., York Road, Byfleet, Surrey, have appointed **S. H. Harris** to be their Midlands representative. Before the war the firm enjoyed excellent sales in the Midlands, but they were unable to reopen the territory when they returned to normal manufacture. They have, however, now reached the stage where they can offer their occasional and kitchen furniture in the Midlands.

☆ ☆

MY roving reporter tells me that **F. H. Davies** has been appointed furnishing manager and buyer of Middleton & Tonge Industrial Co-operative Society, Ltd. He was previously manager and buyer of Earlestown Industrial Co-operative Society's furniture department.

☆ ☆

THREE well-known men in the furniture industry have just been created Justices of the Peace at High Wycombe. They are **Councillor Geoffrey Baker,** a former Mayor, **Edward Rolph,** former member of the Council, and **Harold Turnbull,** managing director of Lintafelt, Ltd. Mr. Baker, a director of Harold Baker, Ltd., upholsterers' warehousemen, has been closely associated with the Wycombe furniture trade for many years. Mr. Rolph is a N.U.F.T.O. national organiser. Mr. Turnbull, youngest of the trio, has played a big part in the rapid development of Lintafelt, Ltd., of Loudwater, High Wycombe.

☆ ☆

I HEAR that **Maurice Sugarman** has joined the board of John Littman & Sons, Ltd., of Supreme House, Buttesland Street, N.1, the upholstery and bed-settee manufacturers.

☆ ☆

FROM Scotland comes news that **Miss J. E. Innes,** General Services Officer and Secretary of the Public Relations Committee of the Council of Industrial Design Scottish Committee, is resigning her post at the end of the month, to join the recently-formed Scottish Furniture Manufacturers, Ltd. Miss Innes, who was responsible for a great deal of the Scottish Committee's pioneer work, was well known to the Scottish furniture trade as the organiser of a highly successful exhibition a few years ago. More recently she had been engaged on the organisation of the Ship's Chair Competition sponsored by the S.F.M.A.

☆ ☆

UNTIL now secretary and chief accountant of the firm, **Edmund Freeman** has joined the board of Lea Bridge Industries, Ltd., makers of "Airborne" upholstery. Mr. Freeman began his career in the head office of Richard Thomas & Baldwins, Ltd., and later entered the furniture trade with senior posts at L. Lazarus & Sons, Ltd., and Parkner-Knoll, Ltd.

☆ ☆

WHEN the furnishing firm of Cobley's, Freeman Street, Grimsby, found they wanted a new delivery van, they decided to build their own body on a 3-ton "Loadstar" chassis. The chassis was delivered at the firm's works in Sidney Street, Cleethorpes, in May, and two of the firm's cabinet-makers set to work on the body full-time, with **C. Cobley** and his two sons, **H. W. Cobley** and **F. A. Cobley,** working in their spare time. No detailed plans were used. Rough drawings were made, using a photograph of the chassis as a guide, and everything was done to the workers' ideas as the job progressed. The firm now have a van which is just what they need; it cost a third of the normal price—and they have received an order from another firm.

☆ ☆

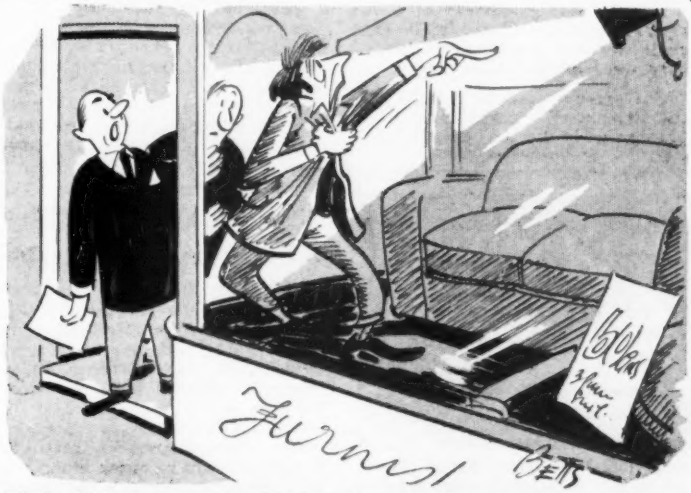
I SEE that **J. Whitmore Jeffery,** managing director of Jeffery, Sons & Co., Ltd., furnishers, Northampton, has been elected president of the Institute of British Decorators.

☆ ☆

IT was reported at the flannel dance at Barry, organised by Cardiff and South Wales F.T.B.A., that Area Vice-President **Trevil Morgan** was unable to be there because of the illness of his wife. The trade will join me in sympathy and hopes for her quick recovery. I also hear that **James Wilson** (managing director of White, Wilson & Co., Ltd.), whose son, Harold Wilson, is Area Committee Chairman, is at present in a Cardiff nursing home.

Nomad

A Smile with BETTS



"I should have remembered before I got Smith to install the spotlight for window display that he is in the local Amateur Dramatic Society."

Scots Furnishers' Indentures for Salesmen Apprentices

MR. CHALMERS BROWN, Edinburgh, president of the Scottish House Furnishers' Federation, was congratulated by the members at a meeting of the General Council of the Federation in the Station Hotel, Perth, on being returned unopposed to the Edinburgh Town Council. Mr. MacDonald, Glasgow, expressed the gratification of the Council at the honour done to their president.

Regarding the Scottish Furniture Manufacturers, Ltd., Mr. Chalmers Brown said that Mr. Mayhew had stated N.A.R.F.'s view about the company in his speech at Dunblane, and as far as the Scottish retailers were concerned they were in agreement and still concerned about the position, and would be watching to see what happened.

A proof of indenture of salesmen apprentices was submitted, and after amendment it was agreed to have it printed and supplied to associations. The scheme would come into operation forthwith. Members expressed their appreciation of the soft furnishing course at Carlisle for apprentice salesmen. The secretary was instructed to write to the company, expressing the thanks of the Federation.

The minute of the Confederation meeting on May 19, which was circulated, showed that the Confederation had not accepted the view of S.H.F.F. on the Code of Trading Practice with regard to Clause 14 (i.e., the £1,000 limit). Mr. MacDonald, for the Glasgow Association, said that they took strong exception to the finding of the Confederation.

A letter was intimated from the Scottish Paint, Wallpaper, Hardware and Drysalters' Association on the schemes proposed by the Board of Trade whereby manufacturers might sell a crate of assorted export rejects of decorated earthenware and china at one composite price for the crate, asking for support against the proposal.

Members of Council spoke strongly against the scheme, and it was agreed to write to the Association in support of their protest.

Settee for Prefabs Not of "U" Specification

FINES totalling £25 were imposed on Leylux, Ltd., Mayfield Mill, Briercliffe Road, Chorley, Lancs, at Chorley Magistrates' Court last week, when they pleaded "guilty" to applying a symbol to a settee, not being furniture as specified in relation to that type of symbol, and for applying Utility marks to a settee and easy chairs not in accordance with Board of Trade regulations. Defendants were also ordered to pay 10 guineas costs.

Representing Leylux, Mr. H. Pearson said the firm had begun to manufacture the settee in response to a considerable public demand. It had been made smaller than usual in order to make it suitable for a small room, such as in a "prefab."

Tension springs instead of coiled springs had been placed in the easy chair because the firm considered they were more satisfactory.

Over-zealousness to comply with the demands of customers and to get on with the job were responsible for the offences.

GUESTS at the Cardiff and South Wales F.T.B.A. Popular Flannel Dance at Cold Knap, Barry, find time for a "breather" during the evening. The event proved so successful that it may become a regular additional summer function. ("World" picture).

CIVIL SERVANT COULD NOT FIND TIME!

So Firms Lose P.T. Licences

MR. WILL PARR, secretary of the Working Masters' Association, in his current news letter to members, gives an interesting example of Civil Service "co-operation."

HE says that "information has reached us that a certain Customs and Excise officer has requested two of our members to surrender their purchase tax certificates, although they hold a Board of Trade licence to manufacture Utility furniture; this will disqualify them from obtaining tax free the materials they require.

"The officer involved gives the following remarkable explanation for his action:—

"'The reason for de-registering you is that your purchases are not sufficiently great to justify my spending the time keeping you registered and checking books, etc.'

"This," comments Mr. Will Parr, "is from a Civil Servant who is paid by the State. We suggest that if he has not the time to fulfil his duties, another person should be appointed to take over his 'heavy task.'"

Case for Lower Levy

Also contained in this news letter is the case which the Working Masters' Association put to the Furniture Development Council for a reduction in their levy. The Council have since announced a reduction from 30s. to 20s. on the first £1,000, and there is little doubt that the W.M.A. played a big part in helping the Council to reach their decision, which, they have said, is aimed to help the small manufacturers.

Chair Frame Delegates Visit Northern Ireland

THE Chair Frame Manufacturers' Association recently sent a delegation to Northern Ireland where Coun. Walsh, who is the founder-member of the Northern Ireland branch of the C.F.M.A., introduced the party to the Lord Mayor of Belfast.

The delegates were told that it was expected that the recession in the English furniture trade would soon spread to Ireland, and that August might show a diminution in turnover.

SUMMER SCHOOL

More "FW" Reports and Pictures next week

C. B. Kempson Leaves Woodward Grosvenor

To Concentrate on Group's Carpet Sales

IN order to concentrate on his duties as sales manager of the Carpet Division of Gray's Carpets & Textiles, Ltd., the £4½ million group, Mr. Charles B. Kempson has relinquished his appointment as joint managing director of the carpet manufacturing firm of Woodward Grosvenor & Co., Ltd., a member of the group.

Mr. Kempson, who is 51 years of age, retains his seat on the board of Woodward Grosvenor and will operate from Kidderminster.

Mr. Kempson joined the company—of which his father, Mr. Maitland Kempson, was managing director for many years—in March, 1919, after flying service in the first world war.

After seven years as chief sales representative for Woodward Grosvenor in the North of England, Mr. Kempson returned to Kidderminster in 1934 as sales manager. Four years later, after his father's death, he was appointed to the board, retaining the office of sales manager.

He has made trips to Australia, New Zealand, Canada, America, Sweden and Denmark, and revisited Australia and New Zealand in 1948, when he stayed four months. He leaves shortly for a tour of Scandinavia.

Swansea Firm To Open Carpet, Lino Store

SCATTERED all over Swansea in small self-contained units to represent the many departments of its blitzed store, Ben Evans & Co., Ltd., will shortly be opening new lino and carpet showrooms with the renovation of a building used for some years by them as a cabinet and upholstery workshop.

Many years ago Ben Evans used this old building as stables for their horses, and later to garage their motor transport.

When Royalty visited Swansea on one occasion their horses were "put up" in these stables.

The premises will now undergo a complete transformation into smart, well-equipped carpet and lino showrooms. Work is to commence as soon as the necessary permits are available.

TAKING TEA before the opening of the School are (left to right) F. Fisher, S. Goldthorpe and E. Ramsbottom (all from E. Whitfields, Ltd., Huddersfield) and R. M. Sykes (Heywoods, Ltd., Huddersfield).

SUMMER SCHOOL REPORT (cont.)

(*from page* 45)

R. M. SYKES, Heywoods, Ltd., Huddersfield. "I have seen carpets woven, lino, mattresses and furniture made, but this is not technical knowledge, and I hope I am a successful buyer."

Giving his views, MR. BESLEY said that he was one of those people who believed that technical knowledge was a distinct advantage, but not essential. "I should like to see considerable education of buyers on technical information, but for every 1,000 who have that information there is only one good buyer. A good buyer is born with a natural cunning, and he should be able to fox most people with regard to his technical knowledge."

MR. BEATTIE agreed with Mr. Besley. "We have appointed people with no technical knowledge to be buyers," he said. "Very often it has been successful because they have the same qualities required for a good assistant. If the buyer has intelligence and personality he is on the way to being a good buyer. The greatest success that any buyer can have is to encourage the team spirit in his department."

In summing up, MR. A. BASIL MAWER said the decision seemed to be that technical knowledge was an asset but not essential, with the corollary that a good buyer is more precious than anything else in the retail trade.

How To Approach the Customer

The second question: "*What would you say instead of 'Can I help you, madam?'*" caused less controversy.

MISS EMILY WINCH of Macy's, San Francisco, started the ball rolling by giving the American point of view.

"The simplest thing in the world," she said, "is to say 'Good morning or good afternoon.' This does not leave the customer open to making a negative reply. She can say 'No' when you say 'Can I help you?' but she has to answer something to 'Good morning.'"

One student said that he believed it was not what you said that mattered, but how you approached the customer. Another thought it depended on the circumstances. If the customer is standing waiting for attention, ask her. If not just speak about the merchandise.

Many members thought that what was said did not matter so much as *how* it was said. Too often assistants had a disgruntled expression on their faces, or a blank expression, which always put customers off.

It was suggested that the approach to each customer should be different. One of the most important features was a feeling of friendliness, and the best way of making this was to smile.

MR. BESLEY said: "I think the first essential thing is to lift the blind between the salesman and the customer. Your most important thing is to make contact. I believe that you must not have a form of stereotyped approach. You must take a real interest in your job and in the human being in front of you and decide on the spur of the moment what you are going to say.

MR. BEATTIE believed that "It's not what you say, but the way that you say it."

"Everything," he said, "depends on the attitude of the assistants, and this is the management's problem. If a salesman takes an interest in his job he will meet the customer and really welcome her."

Employers, Unions Join in Scheme To Train Young Furniture Workers

HAVING outgrown the accommodation at Shoreditch Technical College, the part-time day relief classes for the furnishing trade will be moving back to their former home, the Teacher's College building in Pitfield Street, Shoreditch, in about a year's time.

THIS was revealed by Mr. T. G. Page, principal of the Technical College, at the third annual distribution of prizes and attendance certificates to students in the cabinet making, upholstering and polishing classes. He said there were now 199 students on the roll for the classes, and they had so outgrown their accommodation that it had been arranged they should move back to their "old home."

There it was hoped there would be not only adequate accommodation for three or four classes, but room for a very necessary course for woodmaking machinists, chairmakers and carvers.

Mr. Page recalled that the college was responsible for the first part-time day relief training course to be held in the country for the furniture industry, and it had since grown not only in numbers, but in prestige.

Mr. Louis Caller, president of the London and South-Eastern Furniture Manufacturers' Association, said that this year's prize-giving was a very special occasion, because it marked a point in the development of co-operation between management and operatives.

The prizes were being given jointly by the employers and trade union organisations. The employers, the trade union and educational authorities, all recognised the importance of giving everyone who came into the furniture industry the opportunity of sound training as craftsmen, he added.

Mr. A. J. Bickell, assistant general secretary of the National Union of Furniture Trades Operatives, who presented the prizes, said the college had undoubtedly established itself in the furnishing trade. Stressing the importance of applying technical knowledge whenever possible, he told the students that it was of the utmost importance that furniture should be pleasing and durable. His union realised that if the trade was to be kept up to the highest possible standard, the people engaged in it must have the technical knowledge.

The union were pleased with their association and understanding with the employers' organisation, and with the inauguration of the joint prize-giving scheme.

Mr. F. P. Morton, a member of the Technical College governing body, who presided, said those students who were not receiving prizes were also prize-winners, because in the year's work they had increased their knowledge and made greater their skill.

FURNITURE SHOW FOR BLACKPOOL?

A LATE report from our Blackpool reporter says:—

At Blackpool on Monday, having a preliminary look round for a possible Northern site for a future furniture exhibition were R. Sutcliffe, of J. H. Sutcliffe & Son, Ltd.; D. F. Pierce, secretary of the North-East Lancs Furnishing Trades Employers' Association; and J. Caldwell Jones, secretary of the Merseyside and district Furniture Manufacturers' Association.

They were received by the Mayor of Blackpool and the director of publicity.

"Ship's Chair" Competition

A TOTAL of thirteen Scottish furniture manufacturing firms have entered for the Ship's Chair Competition sponsored by the Scottish Furniture Manufacturers' Association.

Several of the firms entered more than one sample of their work, and the overall result was described by Mr. G. P. McCrum, the competition organiser, as being "very representative."

Readers' Viewpoint (contd. from page 46)

undoubtedly possesses, searching for reasons and remedies for the present recession. My own suggestions are:

(1) The lack of purchasing power due to high taxation, increased cost of living since the war, and freezing of wages and dividends. The time must surely be ripe for concerted agitation by the Trade and Federation Councils for extension of hire-purchase facilities by the finance houses.

(2) The concentration of the majority of the Industry on the limited market for the Utility range. Purchase tax has undoubtedly seriously affected the high-class non-Utility furniture manufacturer, but older members of the trade will remember the three distinct pre-war markets for the home:—

(a) The £10-£40 ranges of cheap furniture.

(b) The medium ranges of £50-£100.

(c) The higher ranges of over £100.

Some means must be devised for the extension of the (a) and (c) markets.

(3) May we assume that, given the facilities, most newly-weds are desirous to and do set up home with new furniture? Therefore the other outlets of new furniture, such as replacements in homes, hospitals, institutions, hotels, and so on, are those which I suggest are under-developed under present conditions—remember many of these have not refurnished since 1939 and before—and I feel that reorganisation of the obsolete and second-hand markets is overdue. Local retail organisations might be established whereby fair market prices would be offered for this furniture—perhaps on a non-profit basis.

Finally, the B.F.M. must keep close watch on this paramount question of over-production.

Yours, etc.,

H. SEGAL.

Segal (General Merchants), Ltd.,
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Latest Furniture Trading Results

John Wright (Veneers) Make £38,000

PROFIT for 15 months to March 31 for **John Wright & Sons (Veneers),** after all charges, including taxation, and before crediting £22,346 over-provided for taxation in earlier years, is £38,473 (against £29,984 for year to December 31, 1948).

* * *

IT is regretted that, due to a typographical error, the second interim dividend of **John Wright & Sons (Veneers), Ltd.,** was given in the *World* recently as 1½ per cent. The company's dividend was, in fact, 7½ per cent.

* * *

A RISE from £543,477 to £604,453 in trading profits is announced by **T. F. Firth & Sons,** the Brighouse carpet and furnishing fabric manufacturers.

Net profit comes out at £244,851, against £266,183, after debiting £30,000 as taxation reserve (initial allowances equalisation).

A DIVIDEND of 12 per cent (same) has been announced by **Freedlands.** Figures, after audit, show net profit to March 31 £20,421 (£17,259), after depreciation £9,072 (£8,074). To taxation £11,700 (£8,800). After transferring to freehold buildings reserve £1,000 (same), forward £18,838 (£18,047).

* * *

A DIVIDEND of 10 per cent, less tax, for the year to January 31, has been declared by **William McIlroy,** plus a cash distribution of 5½ per cent, less tax. For the previous year, a total of 20 per cent, less tax, was made in two equal payments. Profit for the year, after all expenses, is £32,985, compared with £16,514.

* * *

CONSOLIDATED profits amounting to £251,740 before charging taxation, compared with £176,490 in the previous period, were reported at the fourteenth annual general meeting of **Associated Weavers, Ltd.**

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

BANKRUPTCY PROCEEDINGS

Stanley Albert **Barnes,** 90, Earlham Grove, Forest Gate, E.7, furniture dealer. First meeting July 28 and public examination October 5 at Bankruptcy Buildings.

THE COMPANIES ACTS

FIRST MEETINGS

M. Halpern (Furniture), Ltd., 113, High Holborn, London, W.C.1, furniture manufacturers. First meeting July 19 at Inveresk House, 346, Strand, London, W.C.2.

Wye Valley Upholsterers & Bedding Manufacturers, Ltd., Red Lion Yard, Eign Street, Hereford, upholsterers and bedding manufacturers. First meeting July 19 at the Official Receiver's Office, Somerset House, 37, Temple Street, Birmingham, 2.

C. Taylor & Sons (Cheltenham), Ltd., Church Street, Cheltenham, upholsterers. First meeting July 20 at the County Court Offices, County Court Road, Cheltenham.

COMPANIES' WINDING-UP

Filey Cabinet Works, Ltd., 10, Coleman Street, E.C.2.

The Official Receiver in the Companies Winding-up Department of the Board of Trade has now issued his observations to creditors under a winding-up order made on December 19, 1949.

Company was incorporated in November, 1947, with £500 nominal capital, of which £2 was issued, to carry on business as cabinet makers. Sidney Bruce, a director, states that he is a cabinet maker by trade and was carrying on business on his own account when a gown manufacturer approached him with a view to forming a company with another, who was also a cabinet maker, for the purpose of manufacturing furniture on a much larger scale than he, Bruce, had undertaken. The company commenced trading on November 26, 1947, from premises at Brick Lane, E.1, and also at Cable Street, E.1.

Bruce states that the company was engaged in the manufacture of non-Utility furniture and repair and renovating work until December, 1948, when there was a slump in the furniture trade, customers deferring purchases until after the budget. A licence to manufacture Utility furniture was applied for in 1948, but was not granted until April, 1949, and employees, with few exceptions, were discharged during that period, and only a small amount of repair work was carried out. Owing to the company being extremely short of cash when the licence was granted it could maintain only a restricted output as certain suppliers required cash on delivery and others gave very short credit. During August, 1949, the company decided to close the Cable Street works and concentrate production at Brick Lane, but business did not increase, and the company ceased trading about the end of September, 1949.

Bruce attributes the failure of the company to lack of capital and uneconomical methods of production in two factories with heavy overhead expenses.

The statement of affairs disclosed liabilities amounting to £3,423 and no assets.

VOLUNTARY LIQUIDATION

B. W. D. King (Chalford), Ltd., upholsterers, etc., Victoria Works, Chalford, Gloucester.

The creditors met recently, when a statement of affairs was presented showing unsecured liabilities of £16,310, and preferential claims £759 and £5,000 due to the debenture holder. Assets were estimated to produce £1,965, and after allowing for preferential claims there was £1,206 left to meet the debenture of £5,000. There was a deficiency, therefore, as regarded the debenture of £3,794, and a deficiency so far as the creditors were concerned of £20,104. Issued capital was £7,200, so there was a total deficiency as regarded members of £27,304.

Company was incorporated in 1946. Originally the company had a metalware department and an upholstery section. Trading figures for the period to April 30, 1947, showed that on the metalware side there was a turnover of £18,700 and a gross loss of £2,030, whereas on the upholstery section the turnover was £25,800 and showed a gross profit of £4,002. The net loss on both departments amounted to £9,700. For the year ended April 30, 1948, turnover in the metalware department increased to £63,900 and showed a

(Continued next page)

VOLUNTARY LIQUIDATIONS

(from previous page)

gross profit of £3,400, and in the upholstery department there was a gross profit of £9,900 on a turnover of £36,800. On both departments there was a net profit of £349.

It was decided to confirm the voluntary liquidation of the company, with Mr. D. J. Moir as liquidator, together with a committee of inspection.

The following are creditors for more than £100:—

Aylesbury Bros., Ltd., £108; Blackmore Brown & Co., Ltd., £143; Brewer, G. H. (Birmingham), Ltd., £100; Coronet Spring Works, Ltd., £365; Champness, W. S., & Co., £143; Cadenhead, David A., & Son, £270; Cannon Iron Foundries, Ltd., £5,000; Dalton Barton & Co., Ltd., £510; Dobell Shearman & Co., Ltd., £116; Durie & Miller (London), Ltd., £267; Gloucester Timber Co., Ltd., £656; Harris, H. (Textiles), Ltd., £180; Hunters (Western Distributors), Ltd., £645; Holdsworth, Thos., & Sons, Ltd., £1,510; Kershaw, H. E., Ltd., £154; Lintafelt, Ltd., £695; Lewis, R., £254; Matthews, C. E., & Co., Ltd., £550; Mould, R., Ltd., £340; Oakmills (Timber), Ltd., £224; Pye, H., & Son., Ltd., £488; Sixten & Cassey, Ltd., £395; Stroud Flock Co., £255; Wallis & Longden, Ltd., £213; Parkin, B. T. £170.

Ebers, Ltd., furniture manufacturers, Factory Lane, Tottenham, N.15.

Pursuant to Section 293 of the Companies Act, 1948, a further meeting of creditors was held recently. Chairman reported that a firm offer of £8,500 for the plant, machinery, fixtures and fittings, stock, van and the assignment of the lease had been received.

At a previous meeting of shareholders a resolution was passed for voluntary liquidation.

The creditors passed a resolution confirming the voluntary liquidation, with Mr. B. S. Lane (Lane, Heywood & Co.), and Mr. C. H. Barclay (Stoy, Hayward & Co.) as joint liquidators. A committee of inspection was also appointed.

PRIVATE ARRANGEMENT

Frank **Drury,** 10-11, Broadway Parade, Coldharbour Lane, Hayes, Middlesex, furniture retailer.

Creditors met recently, when statement of affairs showed liabilities £4,890, assets estimated to realise £4,578. After allowing £623 for preferential claims, there were net assets £3,955, a deficiency of £935.

It was decided that the matter should be dealt with under a deed of assignment in favour of Mr. Bernard Phillips, accountant, and Mr. F. E. Kaye, accountant, as joint trustees of the estate.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Casswell, L. H. (male) (trading as **Casswell Furnishers),** 11, Pittville Street, Cheltenham, shopkeeper. £25 1s. 9d.

Buckland, R. V. (male), 25, Gardner Street, Brighton, furnishers. £31 7s. 5d. May 24.

The Doric Furniture Stores (a firm), 106, High Street, Waltham Cross. £16 13s. 6d. March 30.

Teasdale, S. B. (male), 55, Brighton Grove, Newcastle-upon-Tyne, upholsterer. £14 1s. 6d. June 12.

R. H. Gosling (a firm), 20, Montpellier Walk, Cheltenham, furnishers. £66 4s. 6d. June 13.

Standard Cabinet Co., Ltd., R/o. 112, City Road, E.C.1. £42 18s. 7d. June 13.

The Furniture Repair Specialists (a firm), 57, Railton Road, S.E.24. £18 6s. May 16.

Gully, C. A. (male), (trading as **Pickwick Furniture Co.),** 48, Pickwick Road, Corsham, furniture dealer. £12 19s. 6d. May 9.

Reed, Thomas & Moore, Ltd., 170, Trafalgar Road, Greenwich, S.E.10, house furnishers. £12 15s. 10d. June 9.

H. J. Boone & Son (a firm), 44a, High Street, Bushey, upholsterers. £21 8s. 6d. June 16.

Gravesley, W. B. (male), 14-16, Norwood Road, Cheltenham, cabinet maker. £15 15s. 4d. June 14.

Edwood Furniture Limited, 35, Copthall Avenue, London, E.C.2. £31 13s. 7d. March 30.

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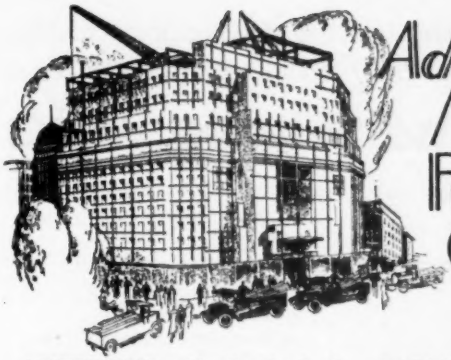

Advance News of Furnishing Contracts

ASHINGTON. Northumberland County Council proposes a technical college at Ashington, to cost £400,000. The first instalment of the scheme, at £150,000, will comprise erection of workshops and main building with site works.

BLACKPOOL. The Borough Engineer will submit a revised scheme to the Health Committee for proposed maternity and child welfare clinic at Grange Park.

BRIERLEY HILL. The T.C. has approved the erection of a community centre at Wallheath.

CATERHAM. Surrey C.C. has approved the proposed adaptations and repairs, etc., at Santa Tecla, Caterham, to provide aged persons' home, at a cost of £5,070.

£125,000 FOR HALL, THEATRE

COLWYN BAY. Borough Council has approved a scheme to spend £125,000 on extension of pier on the west side, to include a conference hall combined with a theatre.

CROYDON. The T.C. is awaiting M.E. sanction for community hall, with stage, dressing rooms, kitchen, etc., proposed at New Addington, and is recommended to have detailed plans prepared by the Borough Engineer.

CUMBERLAND. The Cumberland and North Westmorland Committee of the Newcastle-on-Tyne Regional Hospital Board are to carry out the following schemes:—Improvements to the General Hospital, Carlisle. New orthopædic and tuberculosis hospital at East Cumberland. New general hospital (300 to 500 beds) at Hensingham to serve West Cumberland. Extensions to Cumberland Infirmary, Carlisle. Extensions to Garlands Hospital. Extension to the Dovenby Hall Hospital.

DAGENHAM (ESSEX). A welfare building is proposed at Chequers Lane by Southern United Telephone Cables, Ltd., Dagenham.

DARLINGTON. The Regional Hospital Board proposes redevelopment of an ear, nose and throat unit and other works at Hundens Hospital.

DARTFORD. Kent County Council Education Committee proposes erection of a technical college at Miskin Road, Dartford, to cost £375,000, for which plans have been prepared by the County Architect, Mr. S. H. Loweth.

DOUGLAS, I.o.M. B.C. has instructed Borough Engineer to prepare plan, with estimate of cost, for the erection of new club house at the Pulrose Golf Links.

GLASGOW. Frank Burnet & Boston, 180, Hope Street, Glasgow, W.C.2, have prepared plans for additions proposed at Belvedere Hospital.

HARLOW, ESSEX. It is reported that the North-East Regional Hospital Board, Portland Place, London, W.1, has suggested that a 400-500 bed hospital be built at Harlow, Essex, to meet the needs of the new town and surrounding area, and the Ministry of Health agrees in principle to this proposal.

HASTINGS. B.C. is now to submit to M.H. schemes for the adaptation of Moreton House and Little Morton at £9,628 and for permission to obtain tenders.

HOVE,. SUSSEX. The T.C. will raise no objection to proposed Nevill Hotel on a site between Court Farm Road and Nevill Road, Sunninghill.

LANCASHIRE. The C.C. propose adaptations to Broad Oak Children's Home, Accrington, at £11,462.

LIVERPOOL. Liverpool Regional Hospital Board, Alexandra Buildings, 19, James Street, Liverpool, is recommended to have a layout plan for the 1,000-bed mental hospital proposed at Lathom Park Estate, near Ormskirk, considered by the Regional Architect. The Board also expect to commence work this year on the erection of a 1,000-bed hospital, to cost £1,000,000, at Greaves Hall, Banks.

£100,000 FOR STUDENTS' HOSTEL

LONDON. The Indian Government will shortly invite tenders from selected contractors for a proposed students' hostel at Fitzroy Square, St. Pancras, to cost £100,000. Plans by R. Tubbs, 35, Welbeck Street, London, W.1.

LONDON. A large radio centre is proposed by British Broadcasting Corporation, London, W.1, at the 13-acre White City site. The scheme will cost £5,000,000 and will be carried out in two stages, the first of which comprises the main scenery block, with studios, reception and dressing rooms, and which it is hoped to complete by 1952. The joint architects are Graham Dawbarn, 5, Gower Street, W.C.1, and M. T. Tudsbury, civil engineer to the Corporation.

POOLE (DORSET). Mr. I. Todd, 15, Christchurch Road, Bournemouth, is recommended to the South West Metropolitan Regional Hospital Board as quantity surveyor in connection with providing St. Mary's Hospital with a maternity unit.

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L. G. M. PASCOE display manager of Walpoles Ltd and instructor on display at the Technical Institute for the Distributive Trades tells you

The right and wrong ways

THE first essential in the presentation of a furnishing fabric display is to consider the character of the merchandise to be presented. The public can so easily confuse these fabrics with piece-goods (dress materials) that care, should be taken to infuse into the display the atmosphere of the home.

The object of putting the goods on display is to sell; and the best way of doing this is to present to the prospective customer curtainings, chair-coverings and so on, in the way in which they would be arranged in the customer's own home.

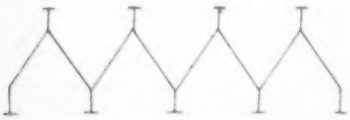
The Use of Fittings

Before considering the actual handling of the fabrics I feel it would be as well to say a few words on the subject of fittings, both manufactured and improvised, which are available. There are, of course, many manufactured fittings—"T" stands in various shapes and sizes, oval-topped fittings, and numerous others, all of which are basically designed for supporting draped fabrics.

While it is more convenient to use these stands, if they are available, it is a simple matter to make improvisations by the use of battening or dis-used blocking boards. Frequently the most useful medium is a combination of both manufactured and improvised fittings.

How to Drape Fabrics

The actual drapes to be used should, in my opinion, normally be ruched at their point of suspension rather than pleated—but there are occasions when the pattern of the material can be shown more effectively by pleating. If there is a ceiling to the window or display space, very pleasing draping can be obtained by pinning the material directly to the ceiling in a zig-zag manner, as shown below:



Ensure that each segment of the pleating is at least four inches deep. For security make sure that the pins are placed so that they bisect the angles formed by the sides of each pleat, thus securing equal pull. All selvedge edges should be hidden—this applies, of course, to any type of draping.

I suggest that the "swinging type" of drape, or tight ruching effects, normally used in dress fabric displays should be avoided when draping furnishing fabrics.

Another pleasant method of draping is to take a "T" shaped stand and lengthen the top by fixing an extra long board to each end. Hang three or four lengths of fabric over the top crossbar on either side and catch them in to the centre of the stand about three quarters of the way down, then let them sweep out again to a pool at the base.

Pelmet drapes are often very useful for framing a window of fabrics. Hang a pole horizontally from the ceiling and you will find that this makes a useful base for experimenting with various drapes.

Another idea for pelmets is to stretch a length of fabric along the transom rail of a window. Pin the selvedge to the rail and attach several pieces of matching thread at intervals along the rail, then ruche the material by pulling the threads tight and tying. This will give a series of loops gathered at intervals along the line.

Choice of Fabrics

Your choice of fabrics should be very carefully made. Far too often, furnishers drape their windows with every type of fabric under the sun, regardless of whether they are suitable or not, simply because the fabrics are the latest designs they have in stock. Cretonnes, brocades, ginghams, satins, velvets, linens, tapestries, muslins, moquettes and chintz are mixed together in one

This window display shows how a figure can be used to give "life" to a fabric display. On the left and right are examples of correct and incorrect draping.

# of draping fabrics

AND OTHER VITAL FACTORS IN TEXTILE DISPLAY

glorious jumble—just because they are new.

First, decide whether your display is to be in modern or period style. It would be most unsuitable to drape a jungle print with a Regency striped design, even if they were the same type of fabric. As a basic rule it should be remembered that rich looking fabrics such as silks, satins, brocades and velvets will go well together. The same applies to cretonne, chintz, crash, linen, cotton prints and gingham. Muslin shows to advantage when draped with a display of lace.

A word of warning about draping fabrics. Do make sure they are not hung upside down or inside out. This may seem an unnecessary point to make, but it is surprising how often it is done even in the most efficient displays. Some designs are so complicated that it is very easy to make such a mistake. In the case of velvets see that the pile is running correctly, that is, downwards.

The Grouping of Displays

Where possible merchandise of the same character should be used for each display. If this is not possible, owing to lack of space, each type of merchandise should be arranged in a separate group, but care should be taken that these groups blend well together and conform to the general pattern for the layout of the window.

When draping two fabrics side-by-side, patterned materials should always be separated by plain fabrics —the colour of the plain material picking up the dominant colour of the pattern.

The Art of Ticketing

Ticketing is always necessary when displaying fabrics. It is frequently not possible for the prospective customer to determine accurately the width of the piece of material on display, but an unobstrusive ticket can remedy this. It is also a very good idea to display showcards suggesting the use to which the materials can be put, such as loose covers and so on, and stressing any service the firm may have for making up these fabrics.

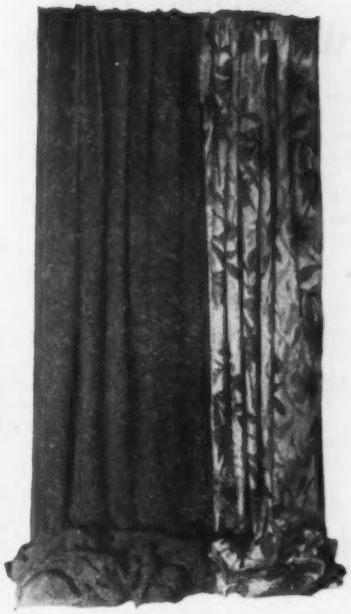
The question of price tickets is one which must be left to the individual trader.

WRONG ★

These fabrics should not be shown together; one pattern "kills" the other. The folds hang badly and the fabric on the right is creased in several places. The selvedges show at the sides.

How to Use Accessories

Complementary merchandise and accessories, when available, can play a large part in helping to create the right atmosphere for a display. An occasional table grouped with a standard lamp and a background of drapes can be made to suggest the corner of a lounge. Another idea is to make use of a reproduction chair and drape a length of fabric from the arm. But remember not to mix periods unless it is absolutely necessary. Framed pictures are also a good accessory for drapery displays. Mirrors can be useful, but these should be used with great care as they sometimes reflect the back of drapes, which are far better hidden. They also tend to distract the customers attention from the merchandise on show by reflecting the passing scene. A bowl of flowers can always be used with good effect.



RIGHT ★

Here is a plain fabric and a flowered print which have been draped together with good effect. The folds have been arranged to show how the fabrics will hang, and all selvedges have been tucked in.

Importance of Colour

Colour schemes should be very carefully considered, not only regarding the choice of materials, but also the setting in which they are to be displayed. If there are no facilities for a reasonably frequent change of colour in the setting, it is essential that the background should be in a neutral colour. If, on the other hand, it is possible to change the background frequently, stronger colours can be used enabling greater variations in the goods to be displayed.

Lighting Effects

Where facilities exist lighting effects in a fabric display window can create interest. Standard lamps and table lamps can be lit through a shade of contrasting or complementary colour. Spotlighting, too, can be used effectively and in a window display of this nature there are usually many places to conceal them. An adjustable reading lamp might be placed on a small table to cast its rays over a chair covering.

Stockroom Dates

WILLIAM LAWRENCE & CO., LTD., Colwick, Notts, will hold three stockrooms from August 21-25. They will show their latest designs in bedroom suites, dining-room sets and three-piece suites. Here are the details :—

The Royal Turk's Head Hotel (Room 12), Grey Street, **Newcastle-on-Tyne.** Mr. R. P. Hasler in attendance.

The Ballroom, the Market Hotel, Station Street, **Birmingham.** Mr. S. H. Shaw in attendance.

The Billiard Room, the Grosvenor Hotel, Deansgate, **Manchester.** Mr. A. Rivington in attendance.

WOODLAND FURNITURE (LONDON), LTD., are holding a stockroom at the Rougmont Hotel, Queen Street, **Exeter,** from July 25 to July 28 inclusive. Mr. G. H. A. Evennett will be in attendance.

L. LAZARUS & SONS, LTD., are holding a special show at Majority Works, Angel Factory Colony, **Edmonton,** N.18, at which their bedroom suites, bedsteads, and single pieces of bedroom furniture are displayed.

Not Closed for Holidays

STEEL BROS. (CABINET MANUFACTURERS), LTD., Butilux Works, Lockfield Avenue, Brimsdown, Enfield, wish to inform all their customers that, owing to the fact that they have made arrangements to stagger their holidays, their office will be open to deal with all enquiries throughout the holiday period and deliveries will be made as usual.

Bon Marche, departmental store, 141, Church Road, Willesden, N.W.10, have acquired adjoining shop premises as an extension to their business. The additional window space has been given to soft furnishings.

Diary Dates

August 30 to **September 7.** Industrial Finishes Exhibition at Earls Court, London.

September 27. Quarterly meeting in London of National Association of Retail Furnishers.

October 2. Annual dinner and dance of Chair Frame Makers' Association at Frascati's Restaurant, Oxford Street, London.

October 12. West Midlands Area of N.A.R.F.: dinner and dance in Birmingham.

November 2-6. Conference for members of the furniture industry at Ripon, arranged by Furniture Development Council.

November 10. The Northern Furniture Manufacturers' Association will hold their first annual dinner and dance at the Grand Hotel, Harrogate.

November 14. Annual Ball at Grosvenor House, Park Lane, London, arranged by London Area No. 1 Committee F.T.B.A.

November 29. Quarterly meeting of N.A.R.F. in Bournemouth.

Boot Factory to Make Carpets

WILLIAM C. GRAY & SONS, LTD., the Ayr carpet manufacturers, will shortly take over a former boot factory and convert it to the manufacture of carpets during the next 12 to 18 months.

Kent Firm Moves to London

BEKAERT & CO. (LONDON), LTD., the wholesale textile distributors, have moved from 8, Park Hill, Bickley, Kent, to "Triumph House," 189, Regent Street, London, W.1. (tel. Regent 2718) to which address all correspondence should now be directed.

S. & J. Schonewald, moulding importers, have moved from 70, Islington High Street, London, N.1, to 2, Helmet Row, Old Street, London, E.C.1.

OFFICE · BOARDROOM
AND LIBRARY CHAIRS

Archers
(HIGH WYCOMBE) LTD
WEST END ROAD, HIGH WYCOMBE
(Formerly WALTER E. ELLIS, LTD.)

Closed for Holidays

BIRCH & ALPE, LTD., Kitchener Road, High Wycombe, will close their works for the annual holiday from August 4 to 22, during which time no goods will be despatched or received.

BRIDGE UPHOLSTERY (LEEDS), LTD., St. Columba's Works, Buslingthorpe Lane, Leeds, 7, will close their factory for annual holidays from August 5 to 21. No goods will be sent out during this period, but the office will be open as usual and enquiries will receive attention.

ENFIELD FURNITURE MANUFACTURING CO., LTD., will close their factory and offices for holidays from July 29 to August 8, during which period no goods can be accepted or delivered.

E. ROBSON AND CO., LTD., 39-45, Wadeson Street, Cambridge Heath, London, E.2, will close their factory and offices for holidays from July 27 to August 14.

H. HART AND SON, 27-35, Shacklewell Street, London, E.2, will close for holidays from July 22 to August 7 but owing to the amount of work in hand goods will be received and despatched during this period.

H. J. BERRY AND SONS, LTD., Kirk Mills, Chipping, near Preston, will close from August 4 to 21. During this period no deliveries will be made and no goods accepted.

PARSLOW FURNITURE, LTD., Queen's Road, High Wycombe, will close their offices and factory for holidays from July 28 until August 14.

BOTH the Sheffield and Wembley factories of Sheffield Cabinet (Southern) Ltd., will be closed from now until August 15.

DURABLE SUITES, LTD., of 229, Green Lane, Ilford, Essex, will be closed for holidays from July 21 to August 8.

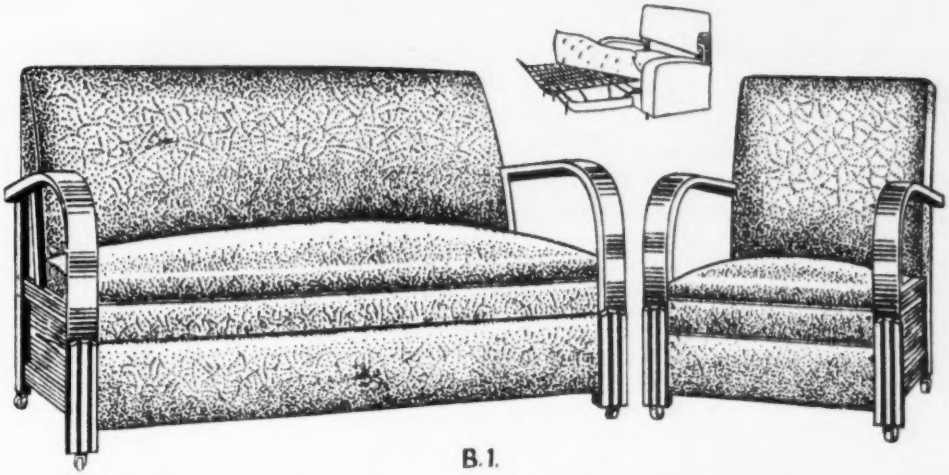
D. M. DAVIES, LTD., Trading Estate, Slough, Bucks, will be closed for their annual holiday from July 29 to Monday, August 14, inclusive.

BERNARD WARDLE & CO., LTD., of Peblig Mill, Caernarvon, North Wales, will close for holidays on the evening of August 3, and will reopen on August 14.

M. LEVIN, LTD., of 115, Wilton Way, Mare Street, Hackney, E.8, will be closed for holidays from July 31 to August 14.

'DAYANITE'

BED-SETTEES
AND
UPHOLSTERY



B.1.

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Whether breaking new ground or maintaining the trust of old customers the manufacturer who makes a product that not only looks well on the surface but also has the quality interior to back it is surely investing for better business in the future. His customers come again!

The Lintafelt organization has succeeded in producing first-class products in a complete range of interior fillings and, by new methods of application have decreased overall costs of quality and quantity upholstery.

Lintafelt. The hygienic cotton felt filling for bedding and furniture, etc. It is 'non-shifting,' 'non-lumping' and easily handled. It is supplied in continuous or cut-length rolls; in weights and widths to suit any requirement; or as cut-to-shape pads with or without hessian backing to form flies. 'Formafelt' fluting felt is another convenient form.

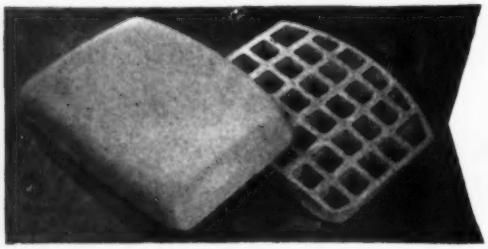
Coir or sisal needled on to hessian is also supplied by the roll or as cut-to-size pads.

Lintasprings. Made from high grade spring steel 'Lintaspring' suite units, tension spring sets, cushion and mattress interiors are produced at the Brimscombe plant. The Lintafelt organization is hoping shortly to be able to meet all the demands of the trade.

Lintafoam latex foam cushioning is supplied to manufacturers of bedding; furniture; car, office and cinema seating, etc. As well as a large standard range of cushions and sheeting, special contract production is a feature of the service.

★ The Lintafelt Technical Development Department is always at your disposal.

A typical Lintafoam cushion



If you are interested in interior fillings of any description call in

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The Furniture Bedding & Upholstery Manufacturer
VOL. 26, No. 331 July 21st, 1950
A PRACTICAL JOURNAL FOR THE FURNITURE AND WOODWORKING INDUSTRIES

"Furnishing World" reports on—

How Big S. African Bedding And Upholstery Firm Plans Production

THE advantages of studying the production methods and the progress made by other countries in woodworking and furniture manufacture were brought home in the June 30 issue of the "World," in which it was reported that the original drawings for the new Gliksten kilns were amended after the company's experts had visited America and Canada.

THIS month, the Features Editor gives details of the Spring Mattress Company of South Africa, Ltd., which is now occupying the large, modern Edblo factory in Johannesburg. A director of this firm is Mr. A. J. Ludlam, O.B.E., formerly of William Rhodes, Ltd., and well-known to everyone in the British bedding industry.

The site of this factory is 10 acres, and the floor space of the building covers nearly 4½ acres. The general layout has been carefully planned so that every operation in the making of mattresses and furniture is dovetailed, and the departments link smoothly one with another.

For instance, one huge department deals entirely with action units, steel divans, hospital bedsteads and similar lines, all of which are made from angle iron, flat iron, and similar materials, and then spray-painted in the section. A line of five welding sheds flank this workshop, hydraulic and electrical bedding machines being spaced on the main floor. The assembling and finishing department for ply and chain springs is close by, and the main woodworking section, with its modern plant, has its own spray-painting department.

The assembly department is next to the woodworking section, from where the units are moved to a separate storage department for wood frames; chairs, bed-ends, cots and settee frames reach to the roof in neat stacks, and are stored here until required for polishing and upholstering.

The section responsible for spring-making is particularly interesting. Wire goes into one end of a machine and comes out in linked chain at the other; at a long bench, workers weave fine spring wire into mesh for

(*continued over page*)

New Furniture From S. Africa

A small writing desk and webbed chair designed by J. M. Miszewski and made by the Beautility Cabinet Co. (Pty.) Ltd., of S. Africa. (Full story last week.)

. . . *next time consult*
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Picture shows the very large showroom in the Johannesburg factory of the Spring Mattress Company of South Africa, Ltd. The factory has its own maintenance department.

Production Plan in S. Africa for Bedding, Upholstery

(*from previous page*)

ply springs, while another line of operators places coil springs over wooden pegs, and a helical spring is spun along these coil springs to connect them in even rows, making up the complete spring unit.

The cutting, sewing and mattress-covering section is staffed by Indians. An automatic cloth spreader is used on massive cutting tables, and long rows of machines, beneath big windows, run the length of the department.

In the coir teasing room, kapok, flock, and sisal are processed ready for the padding of mattresses and upholstered units. These paddings are then stapled to the spring units and go to the filling machines. Here, the mattress cases are placed in position, automatically filled with inner units and pad, and emerge from the machine with one end only requiring to be closed. This is done by another machine clamping to the two edges and automatically machining them.

De-luxe mattresses have roll edge borders to give firmness and long wear, and super-de-luxe have pre-built quilted borders, extra padding and instead of being machine-filled, are hand assembled and finished with tape edge and spring handles. This first-grade mattress is available with buttons or quilted top.

A separate sewing section deals with upholstered furniture and another department comprises upholstery of chairs, studio couch-making and the upholstery of "Hollywood" headboards. Backs and arms, however, are assembled in a different department, where workmen specialise on these jobs to ensure perfect fit.

Edblo have their own maintenance department where all repairs are done and some parts made, and installation of machinery undertaken by their own staff. They employ also an electrician.

Local despatching and invoicing office is at one end of a long building, and offices at the other end deal with country orders and packing. This building is next to the marshalling and loading yard, with a covered enclosure.

This large organisation has been built up from a small concern, founded 22 years ago, but intimately associated with the progress made by the South African bedding industry.

New Tailboard Loader Can Be Fitted To Any Type of Truck

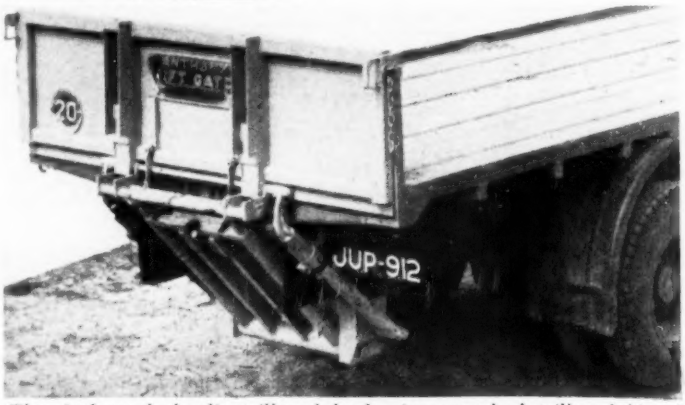
AN interesting development in loading technique, with distinct possibilities for the furniture industry, has been made by Anthony Hoists, Ltd., of Braintree Road, South Ruislip. It is the Anthony Hydraulic Tailboard Loader.

THE tailboard loader is a standard tailboard hinged from the bottom. When the tailboard is dropped level with the floor in the normal manner, it may be lowered horizontally to ground level on supporting arms, and goods may then be lowered on to it with ease.

By the movement of a lever, the tailboard is powered by a hydraulic cylinder in the upward direction, thus lifting the load to truck floor level. Conversely, the truck may be unloaded in a similar manner.

Power is derived from the vehicle engine through a power take-off mounted on the gear box, which is engaged in the normal manner by a lever in the driver's cab. Stalling of the engine or accidental breakage of oil lines or connections cannot cause the loader to drop its load.

The Anthony Hydraulic Tailboard Loader is available for most makes of vehicles from 1½ tons upward, special equipment being obtainable for articulated trailers.



The Anthony hydraulic tailboard loader is a standard tailboard hinged from the bottom which is powered hydraulically to lift a load from floor to truck level. (Anthony Hoists, Ltd.)

Revolutionary Design in Circular Saw Blades

2,000 Hours Before Resharpening

Eliminates Accidents, Reduces Kick-Back

"I FULLY believe it is not beyond the powers of design engineers to evolve a method of cutting wood other than by the circular saw, or of making the circular saw intrinsically safe."

Readers may remember this extract from a lecture given by Mr. B. A. Inshaw, director of the Industrial Safety Division of R.O.S.P.A., at the recent one-day furniture industry safety conference which was fully reported in "World" issue April 28.

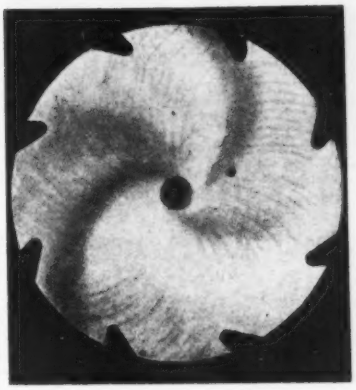
The "World" is now able to give details of a revolutionary design in circular-saw blades, which has been evolved in Germany and which greatly increases the all-important safety factor.

ACCIDENTS from circular saw blades in Germany since the end of the war increased to an alarming extent because of the lack of skill among operators. The firm of Wilhelm Grupp, makers of woodworking tools and machines, were approached by a special Government organisation, concerned with the supervision of safety devices used in the industry, to design a saw blade which would reduce or eliminate these dangers.

Since the new blade has been introduced by Grupp, it has been tested under production conditions by a leading American woodworking plant (Gamble Bros., of Louisville)—who hailed it as "the most significant development in the cutting tools field since the introduction of anti-friction bearings in the woodworking industry"—by the U.S. Forest Products Laboratories and the U.S. Dept. of Agriculture, the National Lumber Manufacturers' Association, and in various woodworking plants, schools, and universities, with unanimously favourable reports.

For the following description of the new circular saw blade, the *World* is indebted to *Woodworking Industry*, an associate journal.

"Accidents occur either directly when hands come in contact with the rotating blade, or indirectly by 'kick-back' when pieces of wood are thrown against the operator.



"The most significant development in the cutting tools field since the introduction of anti-friction bearings in the woodworking industry" is how a leading American firm describes this new saw blade.

"Grupp approached the problem by developing a blade with an entirely novel design.

"Instead of the conventional saw blade, which is subdivided into teeth covering the whole periphery, the new blade has a perfectly circular periphery interrupted at considerable intervals by teeth (generally eight) which protrude only slightly beyond the periphery.

"By holding down the size of the tooth to a minimum, about 0.02 in., it was found that the tooth could no longer grab pieces of wood contacting the blade, and throw them against the machinist. Furthermore, a hand coming in contact with the blade could not be grabbed by the teeth, pulled into it, pressed against the saw-table, and torn to pieces. If contact is made, the hand rides on the circular periphery and gets only slight cuts which heal easily.

"In spite of the safety advantages of this unusal blade, one might be doubtful of its cutting qualities and wonder if it would even cut at all.

"On the contrary, the blade, it is said, has proved to have better cutting qualities than previous types. In commenting on the safety principles of this new introduction, the American journal, *Safety Engineering*, suggests that saw blades with a large number of teeth, sometimes as many as a hundred, are based on an outmoded conception of the cutting process. The difficulty of traditional blades is that no sharpening method can produce a peripheral precision sufficient to make all the teeth cut. The non-cutting teeth create only friction by rubbing against the wood, and becomes blunt very soon.

"The conclusion is, therefore, not only that it is not necessary to have so many teeth to cut wood, but also that to have too many teeth is a liability and adds to the danger of operation.

Lower Power Consumption

"In power consumption and efficiency, it is also an advantage to reduce the number of teeth. Hardly more power is required per tooth to take off a thick chip of wood than a thin one. Consequently, the power to saw a given cubic amount of wood is almost proportionately reduced with the reduction of the number of teeth.

"It was also found that the teeth stand up longer before sharpening is required, because the fewer teeth make a proper cut and do not rub against the wood.

"In reducing the number of teeth to a minimum, it was also necessary to hold down the size of the tooth to 0.02 in. to prevent kick-back. Grupp arrived at a figure of eight teeth because (assuming that the blade should make a 0.08 in. cut per revolution) then there would be a 0.01 in. cut per tooth, and there would still be a 0.01 in. margin to prevent rubbing of the periphery and to allow for slight hand honing after a period of time.

Easier, Faster Feeding

"An operator can immediately feel the reduced power required for the new saw. He can feed the wood through much more easily and faster. The fact that the wood is cut into chips, rather than sawdust, is another evidence of lower power consumption.

"Tests made with a wide variety of woods, and under varying feeds, in Germany have shown an all-over power saving of 30 per cent. The University of Zurich, Switzerland, tested the power consumption on the saw-blade shaft, and on the feeding

(*continued over* page)

TEN CLAIMS FOR NEW SAW BLADE

1. Elimination of the danger of kick-back injuries.
2. Minimising the effect of cuts when hands contact the blade.
3. Great increase in life of saw and decrease in periodicity of re-sharpening. (An American factory test showed more than 2,036 hours of use before re-sharpening was required—a sensational performance compared to even carbide-tipped conventional blades.
4. A power saving of 30 per cent.
5. Improved quality cut.
6. Reduction in the noise of the blade, due to the fewer and smaller teeth.
7. Waste in the form of chips which are easier to remove and of greater value than sawdust.
8. Simpler to sharpen.
9. Blade can be run in reverse, which creates an almost automatic feed.
10. Saving in production time owing to longer use without re-sharpening.

This New Saw Blade Cut 304,000 ft. of Timber Without Sharpening

(*from previous page*)

separately, and arrived at a 18-30 per cent saving on the shaft, and 20 per cent on the feed.

"The reduction of power consumption is of immense importance to the industry for reasons other than cutting the power cost. Saws have to be equipped with motors strong enough to handle the maximum requirements of cutting depth and hardness of the wood. To avoid the expense of more powerful motors, many machines have insufficient margins for such peak loads, and stall as a result. But with the new type of blade, less powerful motors are necessary, a factor which is especially important for all portable power saws.

"The new saw blade, it is said, has definite advantages in its total lifetime, and also in the frequency with which it has to be sharpened. In April, 1949, a saw blade of this new construction was put in use on an automatic rip saw with the Gamble Brothers, of Louisville, Kentucky.

"In August, 1949, this saw had cut 696 hours and 77,000 ft. of timber without sharpening. By December Gamble Brothers reported that it had performed 2,036 hours and cut 304,000 ft. without sharpening.

"This particular saw was cutting glue joints all the time; the cut had to be so fine that the pieces could be glued together immediately, without any further planing operation.

"If it were not for this exacting requirement, it is estimated that the blade could have been used for another 2,000 hours without sharpening as the tips were still sharp. Only the front of the teeth were slightly worn, reducing the cutting angle to about 20 degrees, which is not quite so favourable for ripping as the original 25 degrees.

"The excellent quality of the cut is due to the specific form of the periphery, which is more rigid and less liable to vibrate. Another desirable result of this rigidity and lack of vibration is that noise is considerably reduced. Because the noise of a saw is produced by the teeth cutting through the air, fewer teeth and smaller teeth create less sound. In fact, when running idle, the blade is completely noiseless, if it is running perfectly true.

"The traditional methods of sharpening are not suitable for this new type of blade. Instead of sharpening the front of the tooth, the rear and periphery are sharpened by means of a special attachment on an ordinary bench grinder. This attachment requires no special skill to produce a perfect peripheral precision not possible with ordinary sharpening methods. Another attachment has been devised for automatic sharpening machines.

"At present, saw blades rotate against the direction of the feed. Since this new blade does not grab the wood, it is possible to let the blade run with the feed. The advantage is that the blade, when rotating, transports the wood through, so that it does not have to be pushed. Practically, every normal table saw acquires in this way an automatic feed.

"Another safety feature is that the sawdust, which usually covers the operator from head to foot, is blown away from him. Furthermore, with this reverse rotation, a hand coming in contact with the blade is not pulled down on the table, but is thrown up into the air, thereby reducing the possibility of direct injury.

"Still another danger factor, the pinching of irregularly grown wood, is completely eliminated. The pinching occurs now on the falling side of the blade, rather than the rising side.

"The reverse run also makes possible a better cross-cut because the angle of approach to the wood on the exit side of the blade is more favourable. Wood fibres are not pulled out of the wood, as with traditional sawing methods, but the cutting edge of the tooth presses them against the wood.

"This reverse run of the blade is, of course, an optional application, and does not in any way influence all the other advantages. The blades have been tested on traditionally operated machines with traditional speeds, feeds, and so on."

Two Important "Advices" from F.P.R.L.

TWO leaflets, important to every woodworker, have been circulated by the Department of Scientific and Industrial Research, Forest Products Research Laboratory, Princes Risborough.

THEY are No. 44, supplement No. 1, dealing with the seasoning properties of exotic timbers, and No. 46, on "Marine Borers and Methods of Preserving Timber against their Attack."

The supplement to Leaflet No. 44 covers agba, antiaris, avodire, and mjombo.

Agba can be seasoned fairly rapidly with very little tendency to distort or split, it is pointed out. Some gum exudation is likely to occur, but, except in pieces containing the heart, this exudation should not be excessive.

Antiaris seasons moderately slowly, with a pronounced tendency to distort. Twist, in particular, is named as a serious defect. Thick material tends to split near the end.

Avodire can be seasoned fairly rapidly, but with some tendency to cup and twist.

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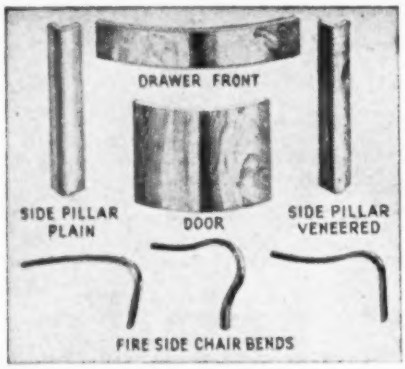

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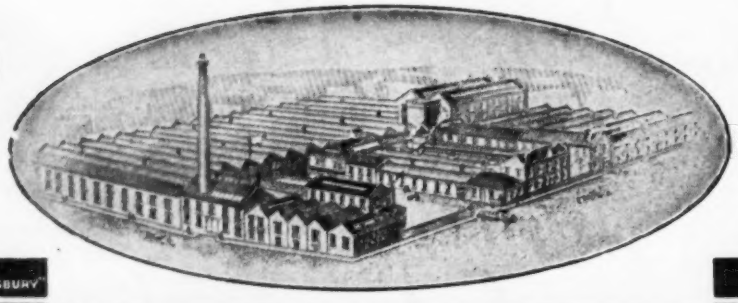

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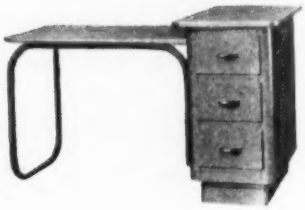

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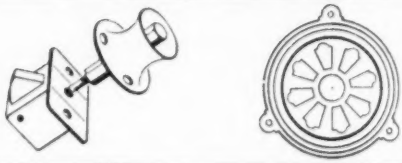

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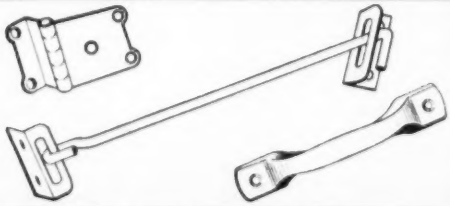

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(continued on page 71)

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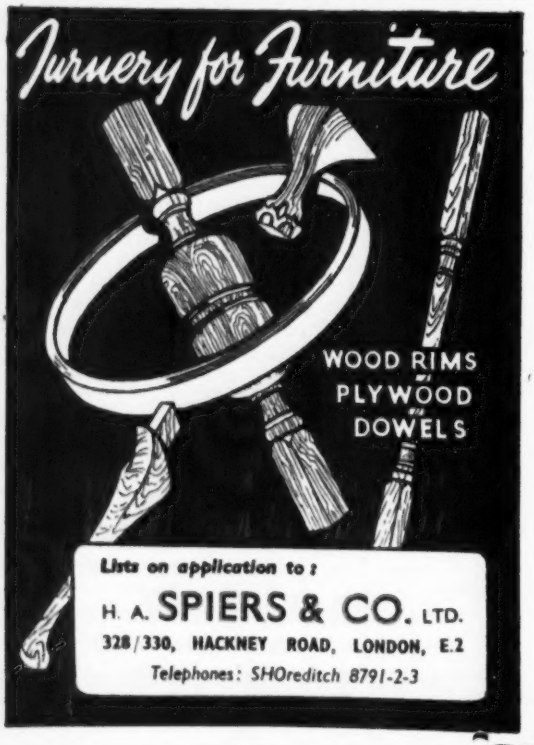

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